








# Travel South USA

## 2020–2023 RoadMap

Vision 	Mission 	Values 	Position 
<p>A thriving Southern USA that authentically welcomes the world</p>	<p>To establish the tourism industry as a leading sector of the Southern USA's economy and the South as a top-tier global destination through our marketing, sales, public relations, and strategic partnerships</p>	<p>We believe in:</p> <ul style="list-style-type: none"> <li>• <b>Value</b> – We are driven to create opportunities and results for our twelve states and their partner destinations</li> <li>• <b>Partnership</b> – We collaborate and build sustainable relationships</li> <li>• <b>Passion</b> – We are confident in who we are and committed to the work we do</li> <li>• <b>Ingenuity</b> – We are bold, innovative, and willing to take risks</li> <li>• <b>Y'all</b> – We embody the spirit of authentic southern hospitality for all</li> </ul>	<p>Travel South USA is the official regional Destination Marketing Organization of the Southern USA. We work collaboratively with our twelve states and their partner destinations to increase visitation and spending and promote the South to key global markets through:</p> <ul style="list-style-type: none"> <li>• Thought leadership, industry research, sharing of best-practices, global ready trainings, and economic analysis</li> <li>• Global marketing programs, including direct-to-consumer, cooperative media programming, travel trade partnerships, and earned media outreach</li> <li>• Leveraging resources for trade shows, sales missions, familiarization tours, and innovative lead generation programs</li> <li>• Programs to help destinations better plan for and accommodate global audiences</li> </ul>
Imperatives 	Objectives 	Initiatives 	
<p>Foster an effective and fiscally sustainable organization</p>	<ul style="list-style-type: none"> <li>• Increase the systems and process score achieve 4.0 or better on a 5.0 scale</li> <li>• Define and communicate positive Travel South USA outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and implement measures to increase organizational efficiency</li> <li>• Develop and implement a fiscal sustainability action plan</li> <li>• Identify and implement opportunities to retain and develop Travel South staff</li> </ul>	
<p>Strengthen our capacity to deliver data, research, and actionable insights</p>	<ul style="list-style-type: none"> <li>• Identify new data assets and strategic research partners</li> <li>• Measure and increase year over year engagement from partners in data and research action</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in internal research and analysis capabilities</li> <li>• Identify new product opportunities, including destination-level (city) data and research</li> <li>• Develop global visitor profiles</li> <li>• Develop collateral that helps leaders of state and local destinations make the business case for public investments in the tourism industry</li> </ul>	
<p>Enhance strategic partnerships at all levels</p>	<ul style="list-style-type: none"> <li>• increase year over year partner engagement in TSUSA partnership marketing activities</li> <li>• Create valuable programming for the Global Marketing Summit</li> <li>• Year-over-year increase stakeholder satisfaction scores</li> </ul>	<ul style="list-style-type: none"> <li>• Develop support resources and communication strategies in partnership with the twelve states to address tourism infrastructure and resource gaps</li> <li>• Adopt and communicate global tourism readiness best practices</li> <li>• Develop and implement a feedback process/platform across all types of TSUSA partnerships</li> <li>• Collaborate with Brand USA to generate more tailored programming for states and destinations in the South</li> <li>• Identify opportunities to better leverage US Travel Association resources</li> </ul>	
<p>Deliver world class marketing, sales &amp; public relations strategies</p>	<ul style="list-style-type: none"> <li>• Year-over-year increase in the Southern USA market share of visitors to the United States</li> <li>• Drive awareness and interest in the US Civil Rights Trail</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and enhance the Ultimate Ad Challenge programming to provide the highest level of value for stakeholders</li> <li>• Innovate and execute scalable and accessible global partner programming</li> <li>• Create and advance “beyond the gateway” programming for regional, multi-state visitation</li> <li>• Deploy storytelling strategies that brand the South as the quintessential American visitor experience that is inclusive and welcoming to a diversity of visitors, including underrepresented communities</li> </ul>	