

# Unique Programs Drive Results

## *Fall for the South Collection*

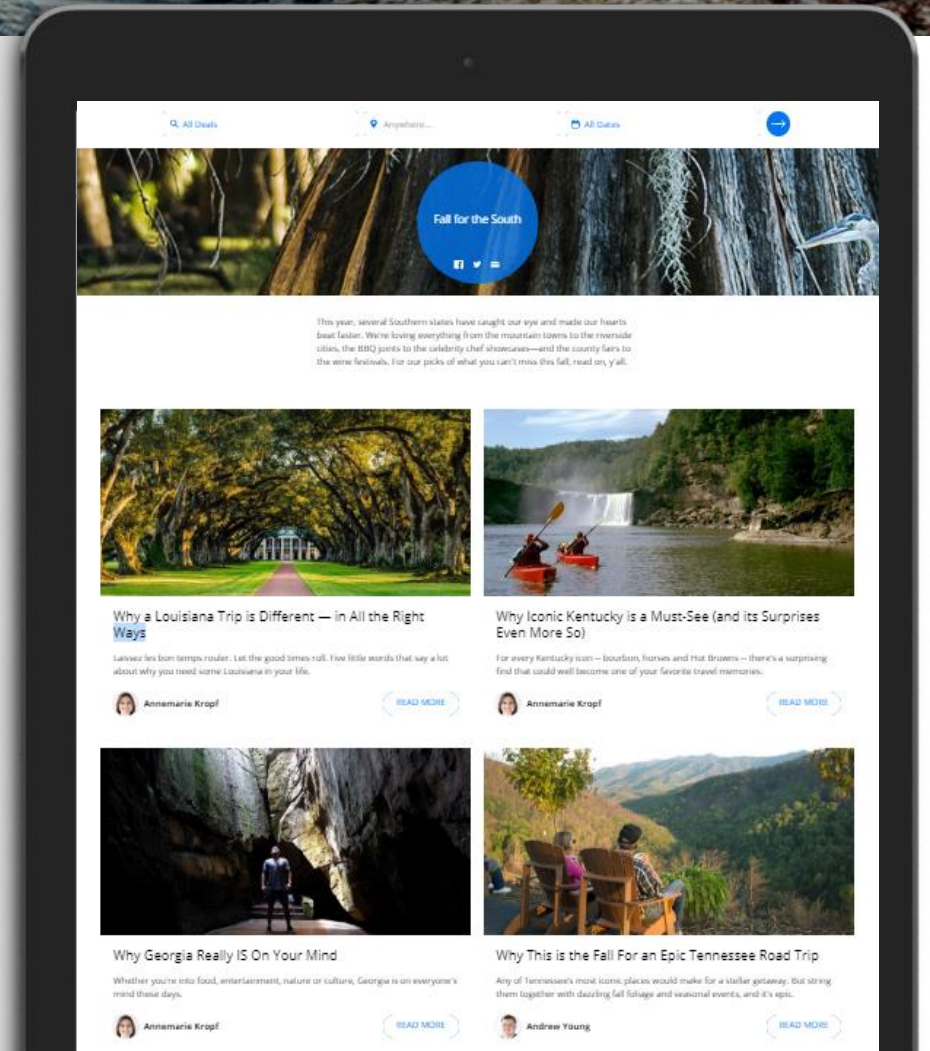
For the first time, Travelzoo produced a co-op Sponsored Stories collection for Travel South.

The co-op collection gave Travel South member states an exclusive opportunity to leverage our unique publishing format with a custom product at entry level pricing.

The collection features seven of the Travel South states: Alabama, Georgia, Louisiana, Kentucky, North Carolina, Tennessee and West Virginia.

The collection launched July 2019 and remains live through June 2020.

Each story highlight unique travel experiences Travelzoo members can have in each state and why fall is the perfect time for a Southern getaway.



# The Co-Op Collection Generated Incremental Revenue and Unique Content

Why This is the Fall For an Epic Tennessee Road Trip



**Andrew Young**  
Deal Expert  
Aug 1, 2019

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Any one of Tennessee's most iconic places—Nashville, Memphis, Knoxville, Chattanooga, the Smokies—would make for a stellar getaway. But string them all together, then slot in a backdrop of dazzling fall foliage and pilgrimage-worthy events, and your prospects become instantly epic.

Bonus: Though these experiences are larger than life, the state itself happens to be relatively small, so the driving distances aren't daunting. Nor is getting to **Tennessee**, with increased direct air service to all the major airports.

In partnership with:



Unique content from **7** states

**240,000** page views on *Fall for the South* stories

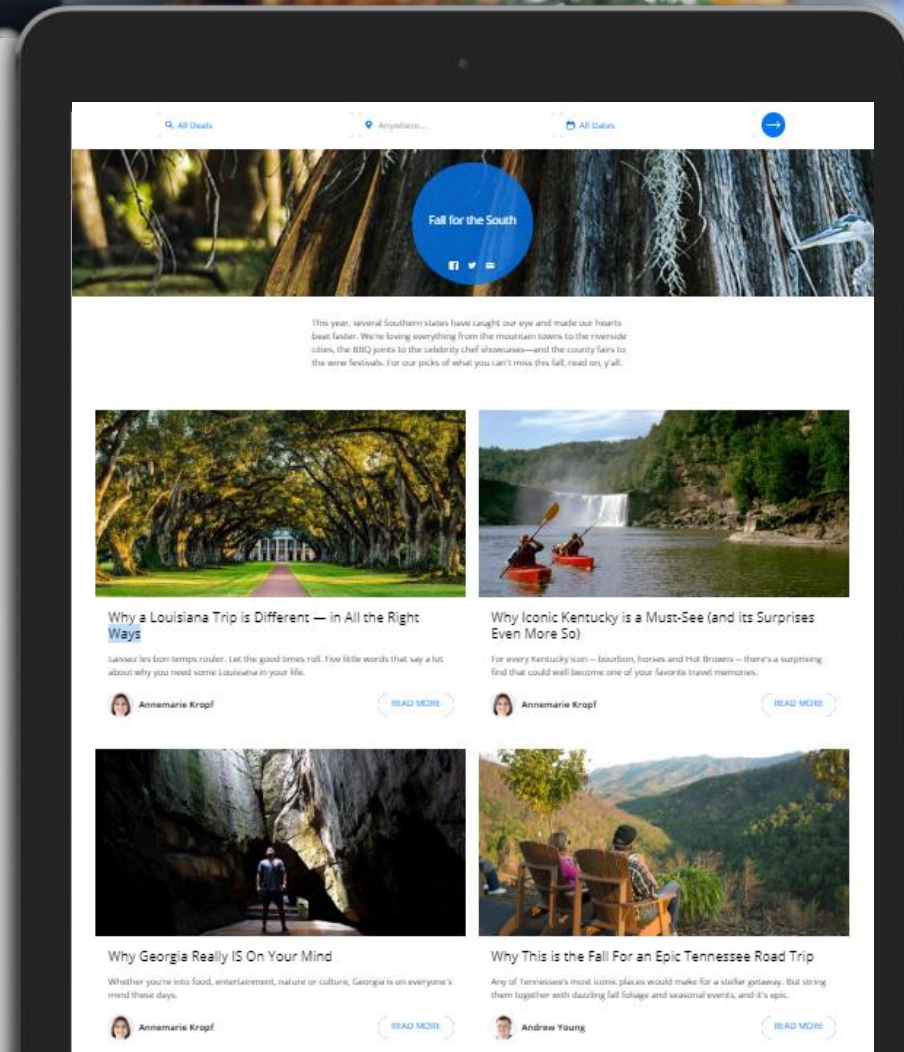
**14,000** hours spent reading *Fall for the South* stories



# Fall for the South Press Event

To stimulate buzz around the Fall for the South collection, Travelzoo hosted a 2-hour press event where each state will showcase the unique travel opportunities to 35 top-tier journalists and 35 travel and culinary influencers.

30 Journalists and Influencers attended including:











Kelly  
North Carolina

Samantha  
Virginia

Angela  
Texas

Emily Murray  
Georgia

LOUISIANA  
Panel Discussion  
Veil





**22**

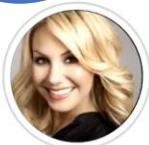
**Instagram Posts &  
Stories reaching  
1,200,000+  
people in 2 hours**



NBC TV  
Host  
Emmy  
Winner

2:41 PM 68%

rainaseitel

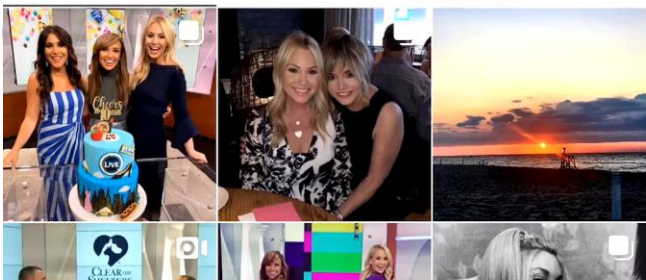
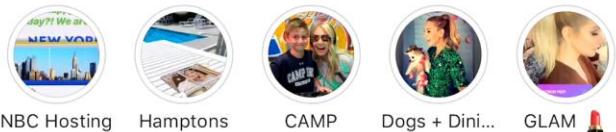


866 Posts 19.7K Followers 1,790 Following

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Host

10:31 AM 82%

audreypuente

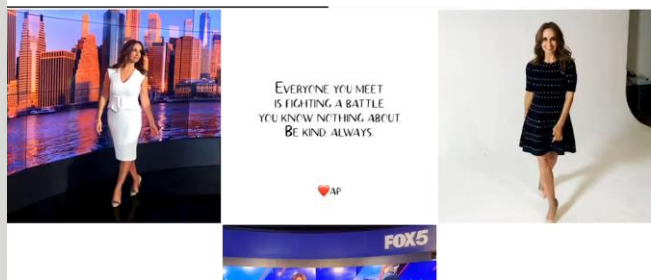


1,547 Posts 23.8K Followers 3,776 Following

**Audrey Puente**

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Fitness Freak 💪  
5-Time Emmy Nominee 📺 x5 ... more  
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A CLASSIC CASE OF THE WEDNESDAYS

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