

vacaaay®

TRAVEL
SOUTH
USA

The logo for Travel South USA features a stylized sun with rays in the center. The sun is rendered in a golden-yellow color with a textured, almost crystalline appearance. The words "TRAVEL", "SOUTH", and "USA" are stacked vertically in a red, serif font, with the sun graphic positioned behind the word "SOUTH".

Tristan Freedman
Regional Director – North America

1

VACAAY ENGAGE

Build a strong community of travellers for destinations and deliver industry-leading engagement, outperforming TripAdvisor, Facebook, Instagram and TikTok for a comparative spend.

2

VACAAY AMPLIFY

Amplify campaign reach through integrated partnerships with leading digital channels, driving millions of additional video views across destination content.

3

VACAAY NURTURE

Retarget, re-engage and nurture high-intent leads with strategic messaging, guiding travellers all the way through the distribution funnel, from awareness to high-value bookings.

4

VACAAY STUDIO

Our creators produce immersive visual content that captivates target audiences and fuels travel.

10.4%

**global GDP
2019**

5.5%

**global GDP
COVID**

6.1%

**global GDP
2021**

5.8%

**global GDP
FORECAST ANNUAL GROWTH**

“These are sales results that we **would not have dreamed about** pre-COVID, and they reflect a strong growth trend across the entire industry [and] a widespread acceptance of service fees indicates that our customers appreciate **the expertise and experience** [of our travel experts].”



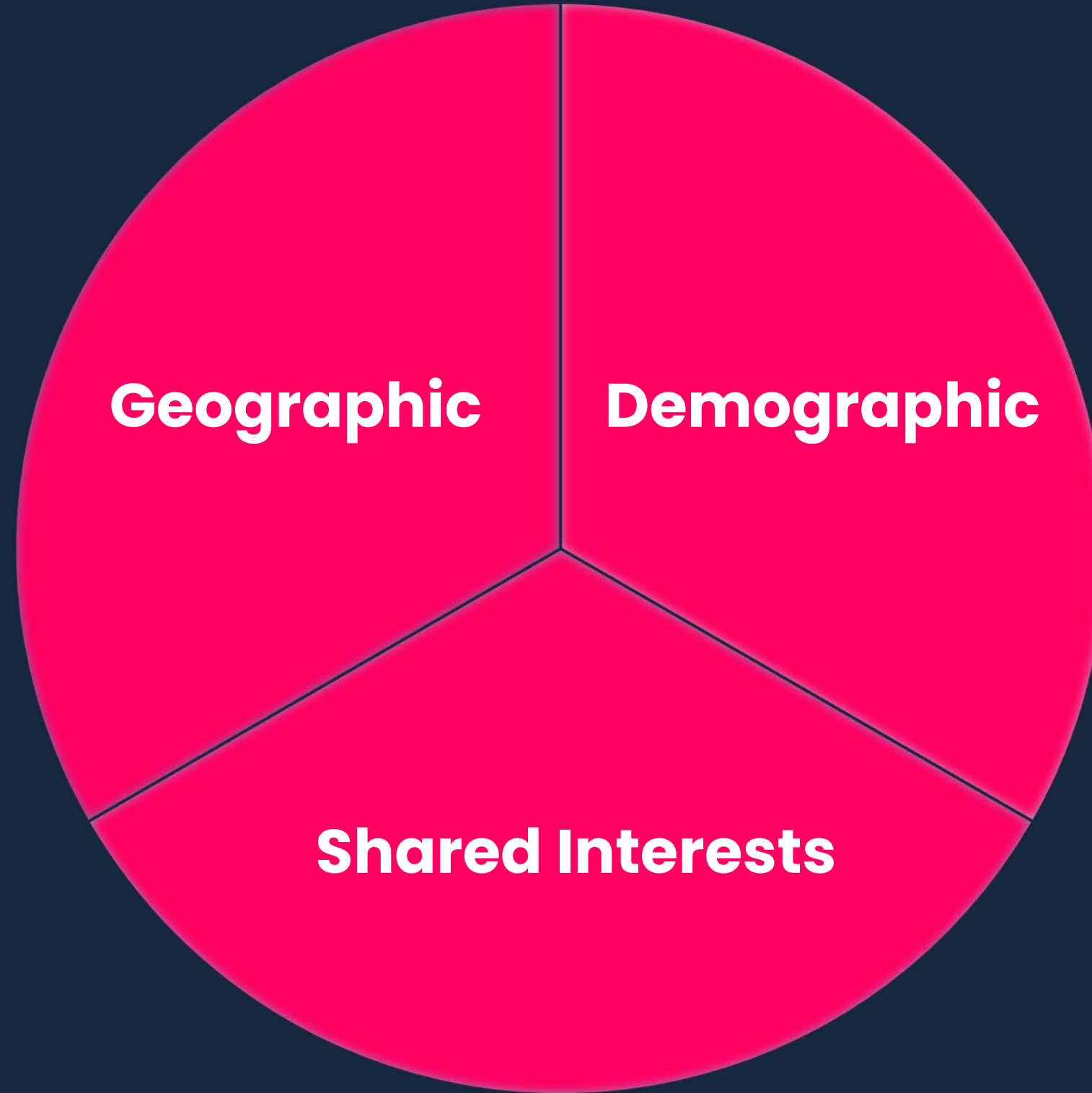


“Travel planning has fundamentally shifted to '**always-on**' discovery”



“A **community** is a unified body of individuals, with a feeling of fellowship with others.”

COMMUNITY BASES



THE vacaay[®] DIFFERENCE

HERE'S HOW WE COMPARE

vacaay[®]

 tripadvisor[®]

facebook

Attention Time

4 Minutes
35 Seconds

3 Minutes
05 Seconds

Split-second
impression
on social feed


CPC

\$0.27

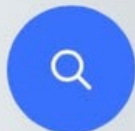
\$0.71

\$0.97

vacaay® Sign Up




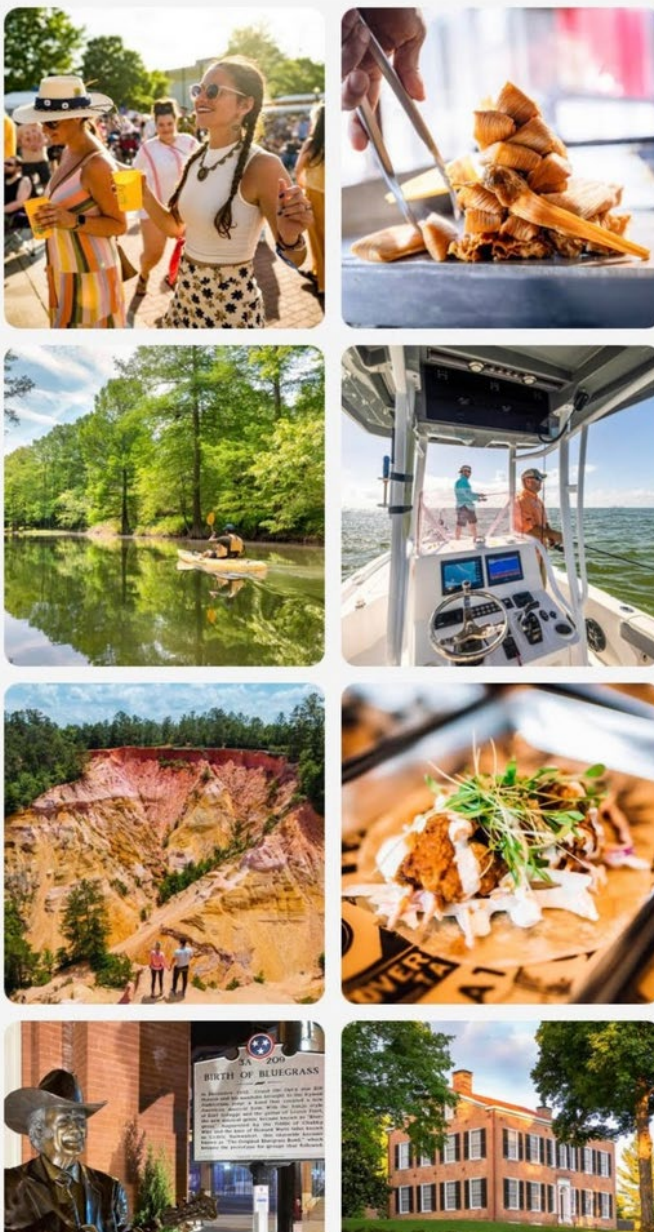
**Get Inspired.
Get Going.**

Search Destinations 

Enter destination...

[I'm not sure yet, surprise me!](#)

vacaay®  Sign Up







**Mardi Gras,
Louisiana**
United States

Save to Trip Like Location Share Location

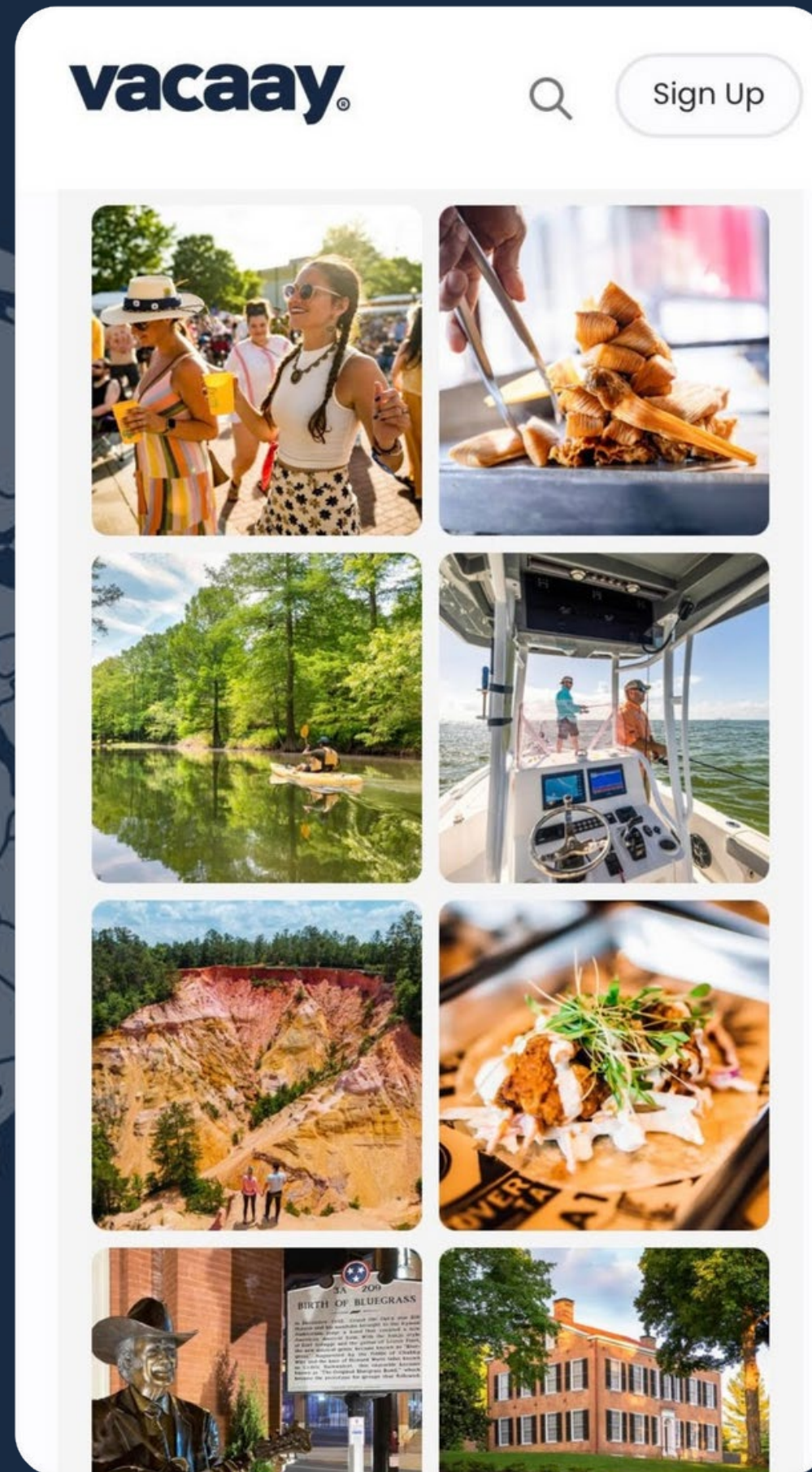
Mardi Gras is French for "Fat Tuesday." Because

vacaay.

3:30 average attention time

1.3M unique engagements

729 captivating destination cards created



vacaaay®

TRAVEL
SOUTH
USA



Thank You