

Authentic South

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The possibilities are endless in The South! 24 destinations to pick from for your client's next adventure

From outdoor adventures to world-renowned cuisine and music, a road trip down South is sure to be filled with vibrant, authentic experiences your clients will remember for a lifetime. You can choose from 7,700+ hotels to start creating your client's next Southern itinerary.

Pro tip: For a fun weekend getaway, **Atlanta** is the perfect city.

The beauty of Atlanta lies in its unique and colorful in-town neighborhoods. Recommend your clients to go and see why the city in the forest is the ultimate place to discover for its unique style of food and culture. Atlanta is on a different level!



Learn more about **The South**



Mississippi's best vacation spots

Elvis Presley fans will love a tour of his home in **Tupelo**, which is a significant landmark for **Mississippi**. For those looking for excitement and relaxation, a trip to the coast is a must. From hiking trails to sunny beaches and islands, **Coastal Mississippi** is a secret yet to be discovered.

Sweet Home Alabama - where the skies are so blue

Alabama has the largest museum in the world dedicated to space travel in **Huntsville**, the largest motorcycle museum in the world in **Birmingham**, America's original Mardi Gras Celebration in **Mobile** and the home of difference-makers like Martin Luther King and Rosa Parks in **Montgomery**.



The Natural State of Arkansas

Arkansas offers a variety of experiences, from digging for diamonds at the Crater of Diamonds State Park to hiking the several long-distance trails and dozens of shorter hikes that are enjoyable in any season.

Kentucky - Bourbon, Horses and so much more

Make sure to recommend **Louisville**'s bourbon scene along with distilleries, horse farms, and one-of-a-kind music experiences across the Commonwealth of **Kentucky**, including **Lexington** and **Northern Kentucky**.



Feed your soul with Louisiana

In **Louisiana**, your clients can tap their toes to jazz or zydeco music, and taste Cajun and Creole dishes in cities like **Lake Charles**. They can also explore the charming streets and neighborhoods of **New Orleans** and attend one of more than 130 festivals a year.

North Carolina - Plan a trip that Transforms

North Carolina is famous for its beautiful scenery. As the state capital, **Raleigh** is no exception, it is home to two state parks, several nature preserves, lakes and more than 300 miles of greenways and trails.





Discover the Charm of South Carolina

Historical sites, stunning state parks, golf courses and relaxing days filled with sun and surf. **South Carolina** has a perfect destination for every client's taste.

An experience Made in Tennessee

Music enthusiasts must add **Tennessee** to their Southern itinerary bucket list. In **Nashville**, they can experience the creative energy of the city and in **Memphis**, home of Blues, Soul and Rock-n-Roll, there are so many new attractions to be discovered!



Four seasons in West Virginia

The state of **West Virginia** offers incredible skiing opportunities in the winter, exciting Class V whitewater rapids in the fall and scenic waterfall hikes in the spring and summer months.



Find out more about the **Authentic South** with our latest campaign



States



Cities

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