

2024-2025

Strategic Business Plan and Program of Work



TRAVEL SOUTH  USA

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Letter from the Chair **Fiscal Year 2024/25**

It's one of the great honors of my professional career to have the opportunity to serve as Chair of the Southern Travel Directors Council, Inc., for the FY24/25 term. Perhaps the greater honor is serving alongside my fellow Executive Board members, each of whom brings wisdom, innovative ideas and a true love for the travel industry to their roles. Serving this year are Vice Chair Mark Ezell, Commissioner, Tennessee Department of Tourist Development; Secretary, Wit Tuttell, Executive Director, Visit North Carolina; Treasurer Rochelle Hicks, Visit Mississippi; Immediate Past Chair, Mike Mangeot, Commissioner, Kentucky Department of Tourism; and Liz Bittner, President & CEO, Travel South USA.

As a lifelong Missourian and director of the Missouri Division of Tourism, I'm dedicated to advancing Southern tourism. My journey began in journalism, spending over a decade as a reporter and editor at the Jefferson City News Tribune before joining the Missouri Division of Tourism in 2009. Throughout my career, I've held various roles, including Travel Guide editor and communications manager, that have helped foster a deep understanding of our industry's dynamics.

I am eager to build on the momentum set by my predecessors and continue advancing our collective mission. My priorities as Chair are to elevate our focus on B2B2C campaigns, creating compelling online content to disperse travelers across the region. Additionally, we will introduce dedicated "power hours" training sessions to ensure state destinations are equipped with the latest products and insights. I am committed to the ongoing success of our Signature Events – the Travel South International Showcase, Global Week & Media Marketplace and IPW Client Activation – which connect our Southern destinations with esteemed tour operators and journalists worldwide.

Looking ahead to FY24/25, we will adapt our strategies to meet evolving consumer demands and market dynamics, leveraging research-driven approaches and strategic partnerships. Our initiatives aim not only to strengthen our regional identity but also to expand our global footprint. The efforts focused on Tourism Exchange USA, supported by Brand USA, will revolutionize how we connect with stakeholders, enhancing connectivity and engagement across the Southern states.

In the coming months, Travel South USA will work with states and stakeholders to effortlessly transition into this new term. We believe this collaboration will greatly boost the travel industry, strengthen our national economy, create jobs, support small businesses, and increase tax revenues for local and state governments. Together we will keep elevating the South to new heights.

I am confident that together with our Board members and the Travel South USA team, we will drive growth, innovation, and prosperity in the South. Let us collectively showcase the unparalleled sounds, tastes, and hospitality that define our region to a global audience.



Stephen Foutes

Director, Missouri Division of Tourism,
and 2024-25 Chairman of the
Travel South USA Board of Directors.

TRAVEL · SOUTH  USA

2024-25 **Board of Directors**



CHAIR
Stephen Foutes
*Director, Missouri
Division of Tourism*



VICE CHAIR
Mark Ezell
*Commissioner, Tennessee
Department of Tourist
Development*



SECRETARY
Wit Tuttell
*Executive Director,
Visit North Carolina*



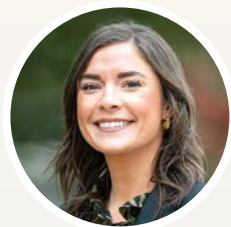
TREASURER
Rochelle Hicks
*Director, Mississippi
Development Authority*



PAST CHAIR
Mike Mangeot
*Commissioner, Kentucky
Department of Tourism*



Lee Sentell
*Director, Alabama
Bureau of Tourism
and Travel*



Dalaney Thomas
*Director of Tourism,
Arkansas Dept. of Parks,
Heritage & Tourism*



Mark Jaronski
*Deputy Commissioner, Georgia
Economic Development
Tourism Division*



Doug Bourgeois
*Asst. Secretary, Louisiana
Office of Tourism*



Duane Parrish
*South Carolina Department
Director of Parks,
Recreation & Tourism*



Rita McClenny
*President/CEO, Virginia
Tourism Corporation*



Chelsea Ruby
*Commissioner
West Virginia Tourism*



Liz Bittner
*President/CEO,
Travel South USA*

Mission & Vision

MISSION

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

VISION

A Thriving Southern USA that authentically welcomes the world

VALUES: We believe in. . .

Value – We are driven to create opportunities and results for our twelve states and their partner destinations

Partnership – We collaborate and build sustainable relationships

Passion - We are confident in who we are and committed to the work we do

Ingenuity - We are bold, innovative and willing to take risks

Y'all - We embody the spirit of authentic southern hospitality for all



BRAND PROMISE:
Welcome All Y'all

Now's the time to feel that
warm Southern welcome.

To enjoy the excitement of
big cities

Charm of small towns

And the wide-open spaces
of the South

Come experience

Food for the soul

Activities for the mind & body

Music for the heart

We've got something for
everyone

It's time to reconnect with
friends and family

the warm, authentic
Southern way

Welcome to the region we call
Travel South USA

Where the sun shines sweetly

Gentility is a given,

And hospitality is our
hallmark.





About Us

POSITION

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:

- Thought leadership, industry research, sharing of best-practices, global ready trainings and economic analysis
- Global marketing programs, including direct-to-consumer, cooperative media programming, travel trade partnerships and earned media outreach
- Leveraging resources for trade shows, sales missions, familiarization tours and innovative lead generation programs
- Programs to help destinations better plan for and accommodate global audiences

HEADQUARTERS

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TRAVEL SOUTH USA STAFF

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President & CEO

Meredith Wilkes
Chief Operating Officer

Rob Nolen
Vice President, Operations

Angelica De Stefano
Director, Events

Catherine Li
Director, Global Partner Programs

Ivonne Nicholas
Manager, Cooperative Marketing

PROGRAM FRAMEWORK



2020-2025 ROADMAP



TRAVEL SOUTH USA: A COLLECTIVE AMBITION

Collective Ambition is how leaders think about why they exist, what they hope to accomplish, how they will collaborate to achieve their ambition and how their brand promise, vision, operational priorities and core values align to accomplish their Mission.

Travel South USA's **Collective Ambition** is a blueprint for strategic planning, execution and growth.

- **COLLABORATION**
Drives the Value Proposition
- **PARTNERSHIP**
Builds Engagement & Experiences
- **LEADERSHIP**
Leads Hearts & Minds
- **GLOBAL PARTNER PROGRAMMING**



Strategic Priorities **FY 2024/25**

FY 2024- 2025 GLOBAL MARKETING & MEDIA PLAN

OBJECTIVE

To continue driving TSUSA's goal of delivering \$10B in visitor spending by 2026, we will execute a comprehensive strategy that merges Travel South-led initiatives with relevant Brand USA resources that partners find complementary and valuable to their ongoing marketing efforts.

STRATEGIC TACTICS

1. Accelerate *our Insights, Analysis, and Strategic planning with Research.*

- Optimizing intel from Tourism Economics, Future Partners, Brand USA, Global Partners, and sales channel tracking.
- The Deeper Dive Reports are just the beginning. We are laser-focused on improving our marketing spend to reach the right audiences at the right time in their purchase journey.



2. Create

custom campaigns in key global markets with digitally curated audience development strategies and managed media programming through Brand USA and selected partnerships.

- By collectively focusing on singular campaigns in each market, the Travel South Region can leverage Brand USA resources more effectively and drive meaningful results. We can accomplish more together versus separate disparate campaigns.
- Curating offers that allow DMO partners to have incremental opportunities to further amplify reach and engagement in each market based on their objectives and budgets.
- Engage our private sector business and tour operator partners to participate in Tourism Exchange.

3. Execute

in-market activations that provide best-in-class marketing, content programming and consumer outreach.

- Consumer takeover events, trade and media sales missions, trade shows, and training workshops on five continents: Asia, Europe, North America, Oceania, South America.
- The calendar includes a litany of direct sales efforts primarily executed by our talented team of Global Partners.
- Planning/execution cost per campaign or actions – shared expenses for states and DMOs allow for a wider net of actions and effective ROI.
- States can leverage the infrastructure to do out-of-scope projects to elevate their destinations and take advantage of specific events.

4. Focus

on our signature programs – Travel South International Showcase & FAMs and Travel South Global Week- Media Marketplace & FAMs.

- Travel South International Showcase 2024 – Atlanta, Georgia (December 2-5, 2024)
- Travel South Global Week 2025 – Louisville, Kentucky (March 31-April 3, 2025)
- Travel South International Showcase 2025 – Kansas City, Missouri (December 1-4, 2025)

5. Prioritize

Communications and Managed Media activities.

- Refresh assets to continue to build out a best-in-class asset library.
- Deploy 50,000+ monthly e-newsletters to trade & media.
- Owned social media channels (Facebook & Instagram) Global Pages reaching 109.9M impressions and 11.6M engagements.
- Earned media tracking with Coveragebook.



RESEARCH

Travel South USA supports a global marketing program in Asia, Europe, North America, Oceania and South America, each with its distinct characteristics and visitor behaviors. We continue to work to provide the highest level of insights and research that help inform strategy, tactics and messaging for the Travel South USA region and state-specific attributes. We use commissioned studies designed by Tourism Economics, Brand USA, Future Partners, and Esra Calvert Consulting, as well as published reporting from Global Partner Representative firms and co-op partner reporting, to focus our resources where we will gain market share.

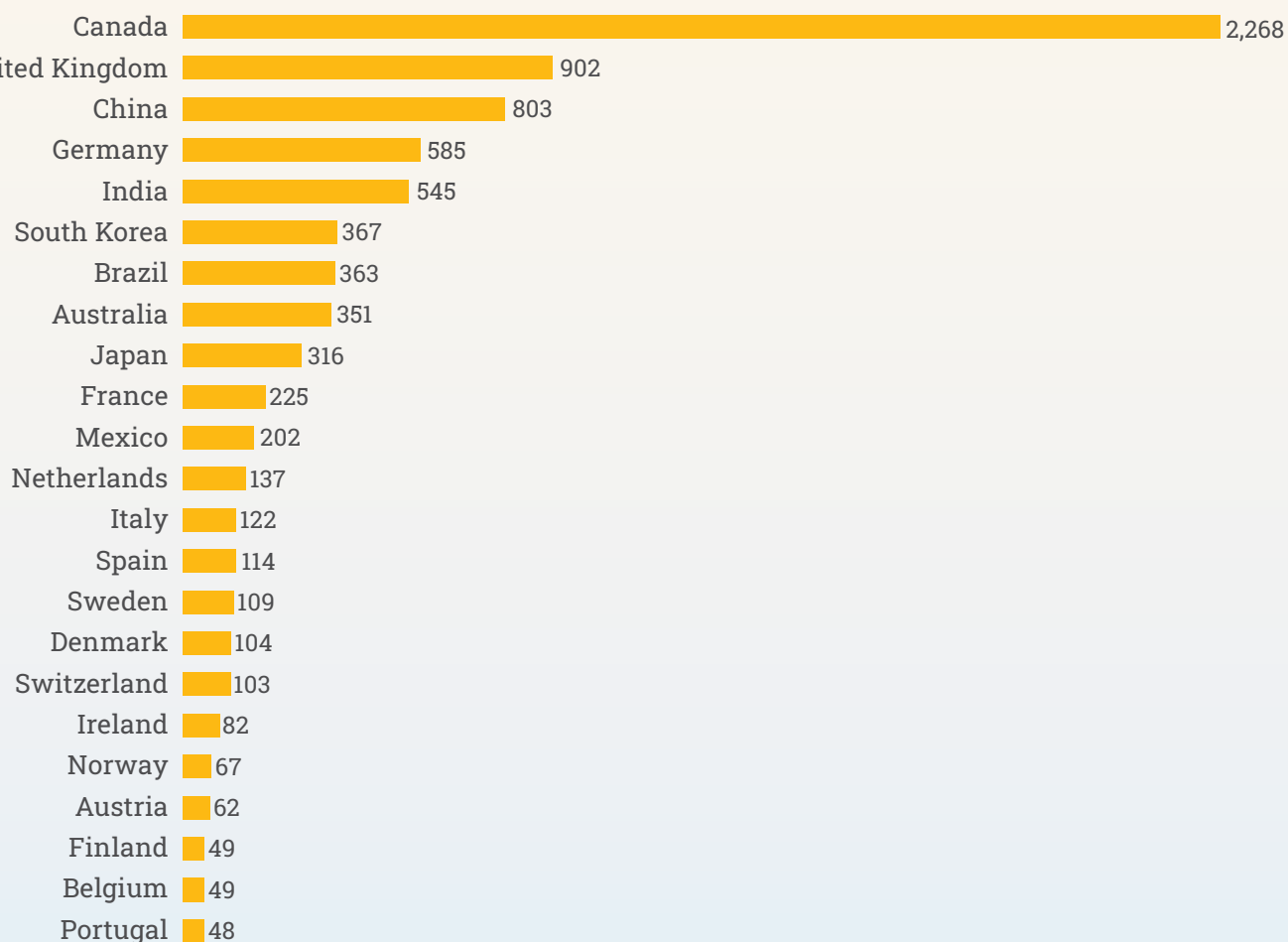
Research **Global Insights**

ONE MORE NIGHT!

We need our visitors to stay one more night, visit one more attraction, eat, shop, and enjoy one more authentic southern experience. Based on 2019 visitation, this would result in an additional \$1B in spending.

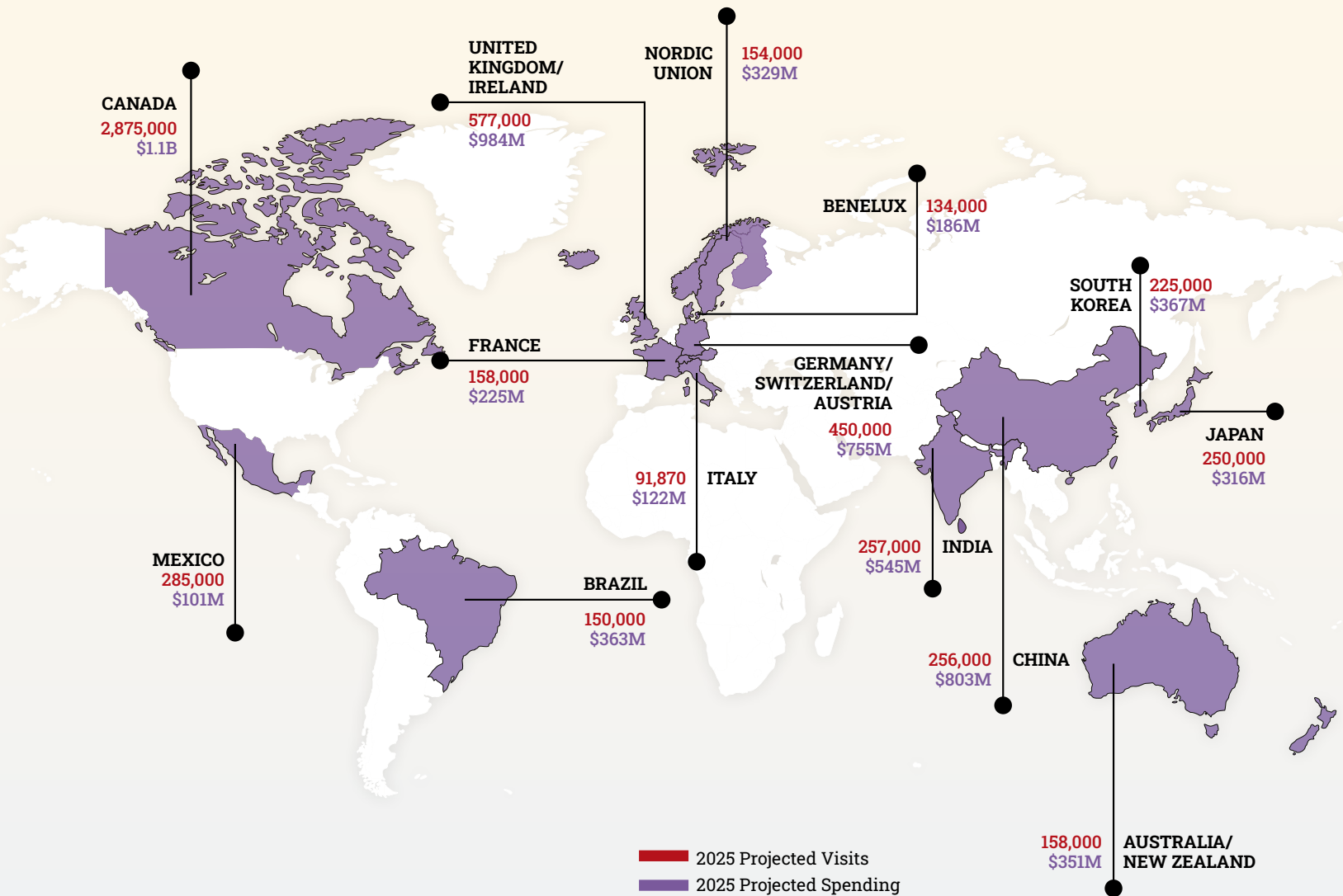
TSUSA 2025 PROJECTED SPENDING BY MARKET:

ORIGIN MARKET



SOURCE: TOURISM ECONOMICS 2024

Research Global Insights



TRAVEL SOUTH USA GLOBAL PRIORITIES



Travel South USA Global Priorities

FY 2024- 2025

Travel South USA and partner investments are prioritized by countries/regions projected to provide over \$100M in revenue, airlift available, visitor profile, and opportunities to create value for our stakeholders. We invest in trade, managed media, owned media channels and consumer co-op campaigns offering collaborative programming for the top 14 countries/regions worldwide which cover 80%+ of our international visitor origin markets

CONTINENT	COUNTRY/ REGION	PROGRAMMING	PRIORITIES			
			Trade	Managed Media	Owned Media	Consumer
Europe	United Kingdom/Ireland	TSI/GW FAMS + Owned Media +Innovation Challenge + BUSA Programs	✓	✓	✓	✓
	Germany/Austria/Switzerland	TSI/GW FAMS + Owned Media +Innovation Challenge + BUSA Programs	✓	✓	✓	✓
	Nordics - NO/SW/DN/FI/IC	TSI/GW FAMS + GPP+ Owned Media	✓	✓	✓	
	France	TSI/GW FAMS + GPP+ Owned Media	✓	✓	✓	
	Netherlands/Belgium	TSI/GW FAMS + GPP+ Owned Media	✓	✓	✓	
	Italy	TSI/GW FAMS + GPP+ Owned Media	✓	✓	✓	
Canada/ Mexico	Canada	TSI/GW FAMS + Owned Media +Innovation Challenge + BUSA Programs	✓	✓	✓	✓
	Mexico	Innovation Challenge + BUSA Programs	✓			
Australia/ New Zealand	Australia/ New Zealand	TSI/GW FAMS + Owned Media +Innovation Challenge + BUSA Programs	✓	✓	✓	✓
Brazil	Brazil	TSI/GW FAMS + GPP+ Owned Media	✓	✓	✓	
Asia	China	TSI/GW FAMS + Owned Media	✓		✓	
	India	TSI/GW FAMS + Owned Media	✓		✓	
	South Korea	TSI/GW FAMS	✓			
	Japan	TSI/GW FAMS	✓			

TSI - Travel South International Showcase & FAMS

GW- Travel South Global Week, Summit, Media Marketplace & FAMS

Owned Media - Travel South Owned Media Channels - Meta (FB & Instagram)

Innovation Challenge - Co-op Programs with ATI, Hotelbeds, Bonotel, CAA, La Presse, Toronto Star, Baxter Publishing, Phoenix Publishing, Vacaay, Wanderlust, and other vendors as organized


BUSA Programs – Brand USA Programs include Programmatic Enhancement Program and Discovery Program

GLOBAL DISTRIBUTION TOURISM EXCHANGE USA

Welcome to the new age of global distribution! Finally, a solution that enables suppliers—such as bespoke accommodations, tours, and attractions—to manage live availability, pricing, and bookings across multiple distributors in a one-stop exchange.


Travel South USA, in partnership with Brand USA and State Tourism Offices, is engaging thousands of local businesses to create access to wider distribution that will enable these businesses to be bookable with partners in all corners of the globe. We will use our network of 50,000+ international travel agents and tour operators through our Global Partner Programming to make it easier to book these authentic local businesses.

This platform does not replace our long-standing relationships with inbound, receptive tour operators and booking partners. We believe it will facilitate more niche products that consumers crave, and allow our travel trade partners to confirm easy, commissionable bookings that grow business across the region.



SUPPLIERS

Connect your business and take the smart approach to driving bookings.



DISTRIBUTORS

Streamline your product development and reach previously inaccessible suppliers.

DESTINATIONS

Drive real value for partners and gain critical insights for destination management.

BOOKING SYSTEMS

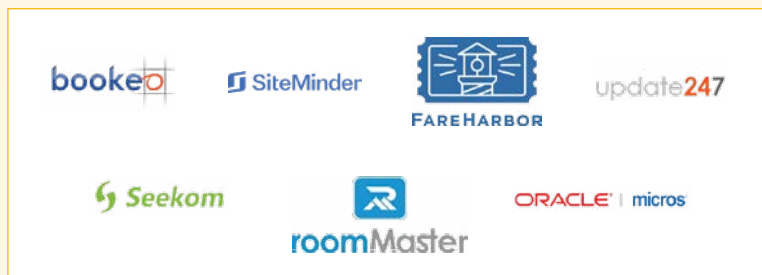
Connect your system and provide clients a wide range of distribution channels.



THERE ARE THREE COMPONENTS TO THIS DISTRIBUTION STRATEGY

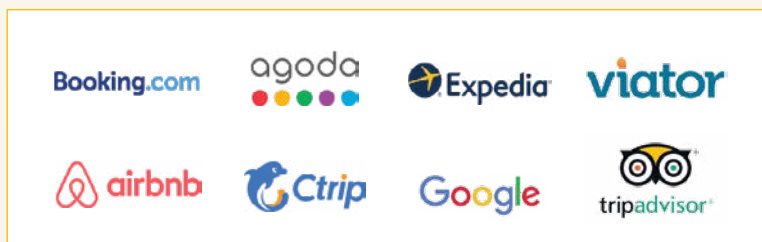
Connected Booking System Partners

The Exchange is already connected to many popular industry booking systems and channel managers. And for those without a connected booking system, The Exchange offers a no-cost, entry level inventory and channel management solution. By pulling rates and availability from the business's booking system, information is available in real-time for partners around the world.



Distribution Channel Partners

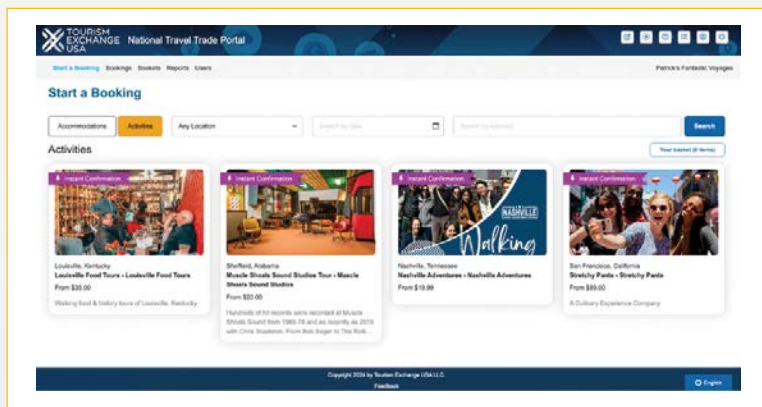
Distributors gain access to live availability, pricing, and content for accommodations, tours, events, and attractions. The network of distributors features major OTAs, industry leaders, and niche partners, with more coming every month.



National Travel Trade Portal

The National Travel Trade Portal (NTTP) is a key element in our strategy to expand distribution worldwide. This B2B travel marketplace connects suppliers and travel trade and is a payment facilitator to consolidate and simplify billing between parties, making it an essential tool for small operators to access unique product from across the country.

Travel South USA, Tourism Exchange and Brand USA will roll out this new tool in all our Global Partner Program offices this year. We finally have a solution for the question a DMO gets at every sales meeting: "That sounds amazing—where do I buy it?"



Reach out and join us!

Connect with Tourism Exchange USA on [LinkedIn](#) or subscribe to their [YouTube](#) channel and watch the Explainer video with more information about how the platform works.

GLOBAL SOCIAL MEDIA CHANNELS

The background of the slide features a close-up photograph of two black pans filled with golden-brown, toasted bread cubes. The bread is cut into irregular, chunky pieces and is arranged in the pans, which are set against a dark, blurred background. The lighting highlights the texture and color of the bread.

GLOBAL SOCIAL MEDIA CHANNELS

Travel South USA takes a tailored approach to our social media strategy to each market. Engaging in 10 markets around the world using Global Facebook Pages in Brazil, Australia + New Zealand, France, United Kingdom + Ireland, Nordic region, Benelux, Germany, Canada, India, and Italy. Each post is translated into the native market language along with community engagement in the native market language.



Instant Experiences & Reel

Along with Global Pages partners can create Instant Experiences and Reels that provide them with more visibility and exposure in key markets through engaging creativity.

- A **Facebook Instant Experience** is an interactive, omni-directional ad format that engages audiences in long-form content within the Facebook Mobile App.
- **Reels** is a trending Instagram format that is popular in the international markets.

An aerial photograph of a golf course. In the foreground, a large, irregularly shaped pond is surrounded by lush green grass and trees. To the left of the pond, there is a sand trap. In the background, a large, white, multi-story clubhouse is visible, surrounded by more greenery and a smaller pond. The sky is clear and blue.

SIGNATURE ACTIVATIONS



INTERNATIONAL SHOWCASE

Atlanta, Georgia
December 2-5, 2024

The Travel South International Showcase is not just a gathering, it's a platform for business growth. As the premier international appointment-style marketplace event in the South, we bring together over 400 tourism professionals for three days of intensive meetings. Our goal? To increase the number of visitors, length of stay, and spending in the South. With over 100 carefully selected international buyers from more than 19 countries, this is your opportunity to expand your business. Join us and watch your business soar.



TRAVEL SOUTH USA HONORS NIGHT December 1, 2024



The Travel South USA Ambassador Awards, presented by Miles Partnership are given annually to tour operators, airlines, DMOs, agencies, and state personnel who make prominent contributions to the tourism economy of the South. Our gala Honors Night Dinner recognizes exceptional contributions in driving international visitors and spending to the South. Travel South USA Ambassadors go above and beyond in their support, creating more visitors and increasing spending in the South through innovative promotional efforts that feature the South.



FAM TOURS December 5-8, 2024

At the Travel South International Showcase, we believe in the power of first-hand experiences. That's why we offer one of the best FAMILIARIZATION programs in the country, curated for small groups of 10 to 15. Our program features accommodations, attractions, and experiences that showcase the authentic charm and unique food, music, culture, and outdoor offerings of the South and focus on what a tour operator can SELL! It's a unique opportunity to discover and expand your tour products.

- Sweet Home Alabama Marches and Mardi Gras
- Metro Atlanta's Best Suburban Destinations
- Georgia's Gems: Macon & Savannah
- Louisiana's Historical Sites
- Racing, Tasting, Celebrating, and Shopping through North Carolina
- Discover South Carolina from the Mountains to the Coast
- Anywhere. Anytime. Tennessee Sounds Perfect
- West Virginia's GORGE-ous Escapes: Exploring Charming Gateways to the Newest National Park



TRAVEL SOUTH GLOBAL WEEK

Louisville, Kentucky • March 31-April 3, 2025

TRAVEL SOUTH GLOBAL SUMMIT March 31-April 1, 2025

We gather with the CEOs, Marketing Directors, Public Relations Practitioners, Sales Managers, and Research Teams to gather the best marketing minds as we prioritize and leverage promotional sales strategies to capture \$10B in international visitor spending for the South. Global experts will present Master Class Keynotes on Insights and research, Marketing and storytelling, and Third-party Sales and Channel Management. Additional breakout panels will feature source market analysis and co-op promotion opportunities. These sessions are designed to give you all the tools to leverage resources and collectively grow market share in mature and emerging international markets.

TRAVEL SOUTH MEDIA MARKETPLACE March 31 - April 3, 2025

MEDIA FAM TOURS MARCH 26-31, 2025

There is no substitute for the coverage resulting from a journalist experiencing the Travel South USA region firsthand. With this in mind, Travel South USA created a Global Media Marketplace and Mini-FAM program. Years 2023 in New Orleans, Louisiana, and 2024 in Charleston, South Carolina, were smashing successes—and we are excited for year three, 2025 in Louisville, Kentucky. We are confident we will hit the trifecta! PR practitioners of destinations, attractions and experiences meet with 35-40 qualified and vetted journalists pre-organized to be interested in southern stories.

Journalists, our by invitation-only program features story ideas for destinations, accommodations, attractions, and experiences that showcase the South's authentic charm and unique food, music, culture, and outdoor offerings. It also focuses on what a global journalist could publish stories about. It's a unique opportunity to discover and expand your coverage of this popular region. Look for these bespoke itineraries to be offered in early September.

GLOBAL INNOVATION CHALLENGE

For over 17 years, the Travel South USA Board of Directors has invited domestic and international media companies to submit proposals for consideration in the Global Innovation Challenge (GIC). This competition is a platform for the best ideas in creativity, innovation, and measurement to promote travel and visitation to the Travel South region. The TSUSA-sponsored program, a testament to the 17-year success of the Ad Challenge, is our response to the significant disruption our industry is facing in reaching and connecting with domestic and international travelers in a rapidly changing media landscape.

At Travel South USA, we foster a culture of collaboration. Our unique programming is designed to allow our participating state tourism offices (STOs) to come together, share ideas, and leverage their investments effectively, creating a strong and united community.

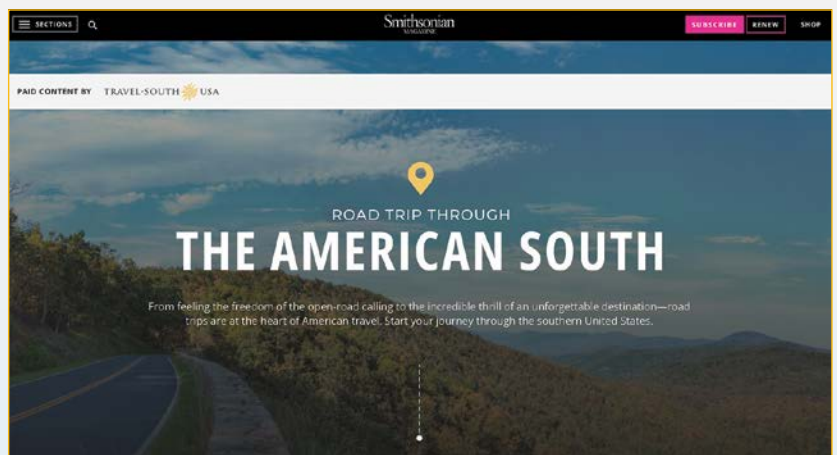
Over the years, the state tourism offices and DMOs partners have considered cross-channel promotions from such media organizations as:

- Adara
- Atlas Obscura
- Matador Guide Geek
- Local Palate
- Smithsonian
- Trip Scout
- American Tours International
- Bonotel Exclusive Travel
- Hotelbeds
- Audley Travel
- Phoenix International
- Vacaay
- Dream Plan Go
- Sparkloft
- Toronto Star
- Baxter Media
- CAA
- LaPresse
- Wanderlust
- National Geographic Traveler
- The Independent
- MDSG- Travel South Naturally
- TravelMole

Save the date!

The Global Innovation Challenge will return to Louisville, Kentucky, from March 31 to April 3, 2025.

The Request for Proposals will be released in early October 2024.



ALL Y'ALL ARE WELCOME ACTIVATION

The Travel South All Y'all Are Welcome activation during IPW, "has now established itself as the top gig at IPW," according to Graham McKinsey with TravelMole.

Where else can we efficiently bring together over 400 vetted and credentialed international tour operators and journalists from Europe, Asia, North & South America, Australia/New Zealand to share the rich cultural tapestry of the South?

This activation is THE Signature Event of the Season and 2025 will take the Southern profile up 10x!

Of course, you can expect a lively celebration of southern music and cuisine. We are pulling out all the stops in Chicago, June 16, 2025 at the renowned House of Blues.

You won't want to miss this opportunity to connect with key industry players and discover why the South is celebrated for its warm and welcoming spirit.

See you there on June 16, 2025, in Chicago, Illinois!



GLOBAL PARTNER PROGRAMMING

The Global Partner Program is a shared advertising, marketing and sales program serving the need to grow and extend our global messaging into countries that state tourism offices would otherwise not have the resources to invest in alone. In a pay-to-play model, participating states utilize collective funds that are used to contract in-country representatives that provide year-round promotional efforts, execute marketing campaigns, aggressively seek earned media and work closely with ongoing Brand USA efforts.



AUSTRALIA/
NEW ZEALAND



BENELUX



BRAZIL



CANADA



CHINA *



FRANCE



GERMANY *



INDIA *



ITALY



JAPAN *



NORDIC



SOUTH
KOREA *



UNITED
KINGDOM *

* PROJECTS ONLY



AUSTRALIA/ NEW ZEALAND

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Penny Brand
Trade Director
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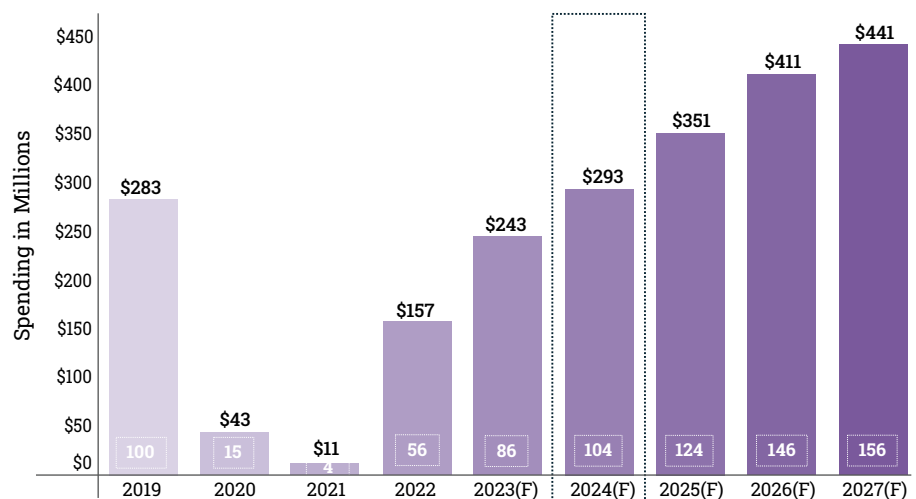
Jacob Annesley
PR & Content Director
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Continue to expand our destination products with influential operators who have a loyal customer base with high disposable income.
- Create targeted consumer co-ops that connect to our key messages (Culinary, music, culture, and outdoors).
- Select the right publishers as partners & leverage brands and content creators (including non-traditional verticals such as podcasts) to increase influence and reach.
- Diversify training & agent engagement with a two-pronged approach for both experienced and novice agents.

AUSTRALIA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



In-Market Representatives

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Marjolein Fraanje

Chief Operating Officer
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Rianne van der Linden

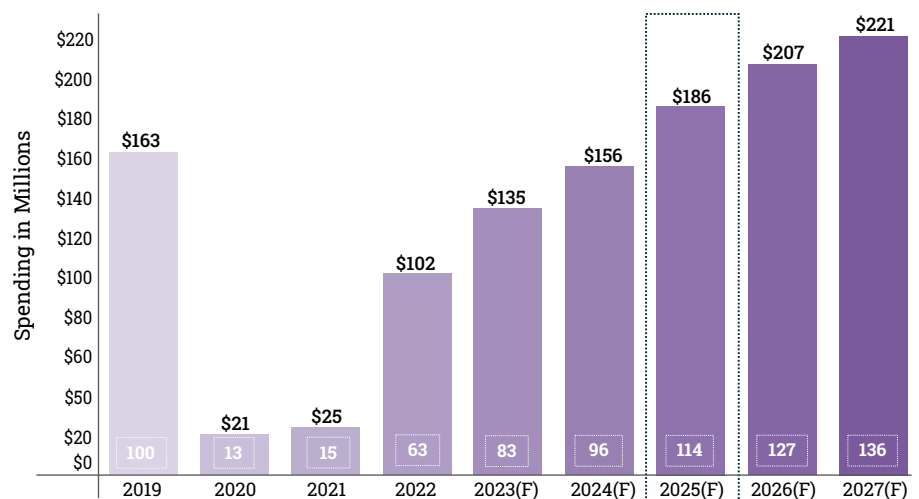
Account & Marketing Executive
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@targettravel.nl

The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Influence consumers to disperse across the region with an extensive multi-year campaign with a combination of media vendors.
- Build a mix of consumer activations that partner tour operators to offer a direct call to action.
- Offer training and newsletter content to the travel trade, with interesting accommodations, attractions, and experiences to enhance sales conversations.

BENELUX (BELGIUM + NETHERLANDS only)

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



In-Market Representatives

Outlook Reps

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Kim Moura

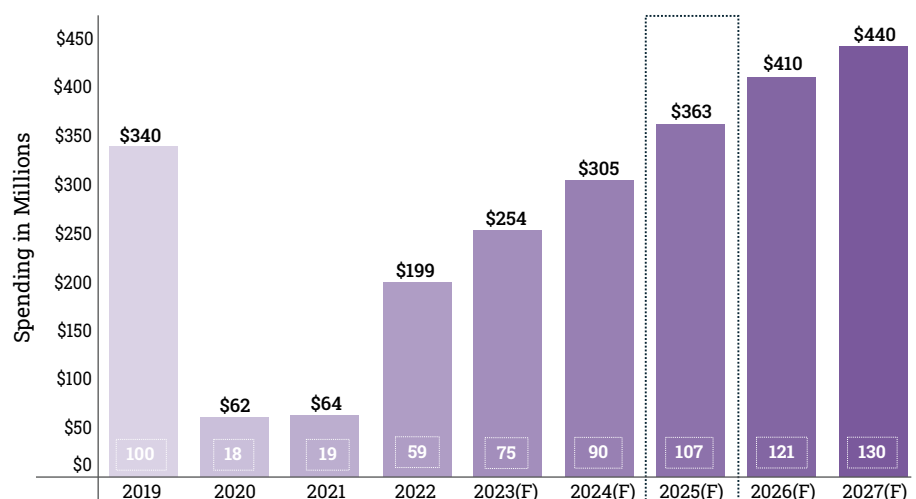
Associate Specialist
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Deliver a strong ROI for partners attending the Brazil Sales Mission.
- Continue developing product offers and itineraries focused on Music, Food, Culture, and Civil Rights.
- Focus on training to immerse travel partners. Showcasing southern hospitality in an interactive and fun way, including sound and taste.

BRAZIL

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



CANADA

In-Market Representatives

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Karly Melo

Marketing & Public Relations
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Kiesha Telesforo

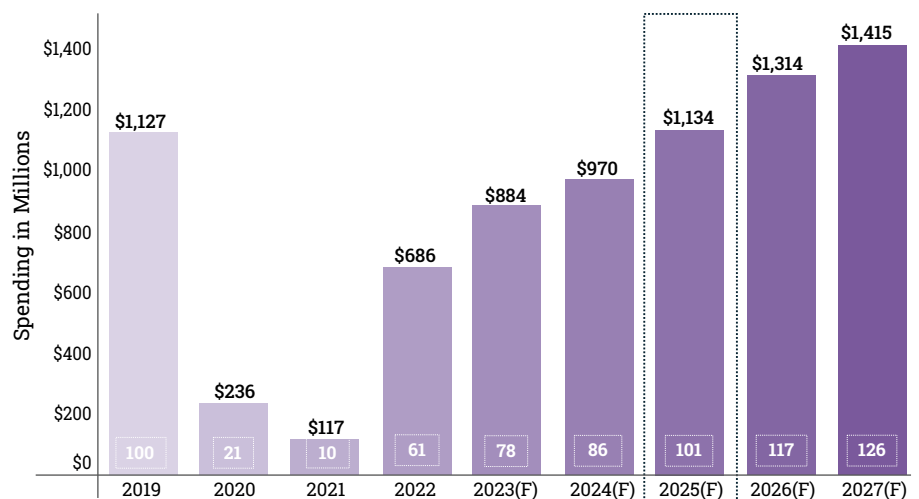
Account Specialist
kiesha@reachglobal.ca

The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Facilitate targeted consumer campaigns, including managed media programming through Brand USA and selected partnerships.
- Execute in-market activations that provide best-in-class marketing, content programming, and consumer outreach.
- Outperform the competition in Canada with compelling and creative activations for Canada's top trade and media.
- Customize our approach to deliver results for each of the GPP state partners.

CANADA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



CHINA

In-Market Representatives

East West Marketing

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Ivan Deng

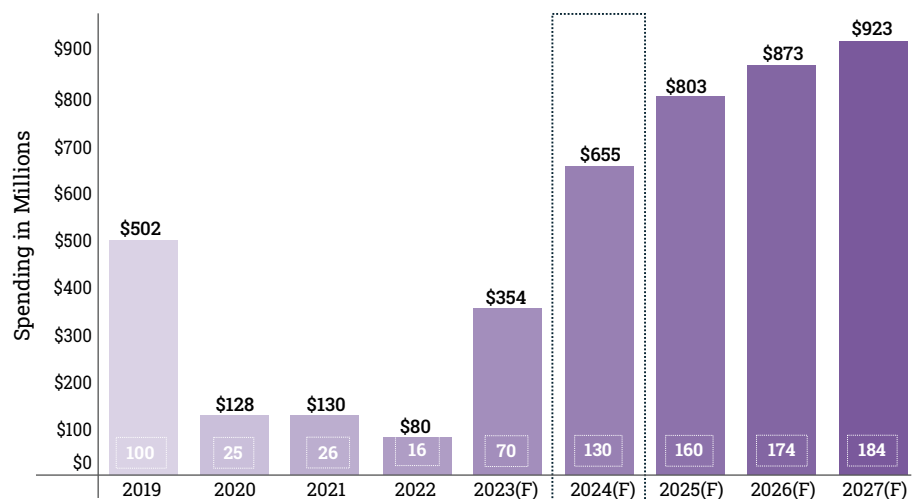
Manger, Digital Marketing
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Post thematic content on Travel South WeChat Official Channel.
- Host China Inbound receptive operators at International Showcase.

CHINA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



In-Market Representatives

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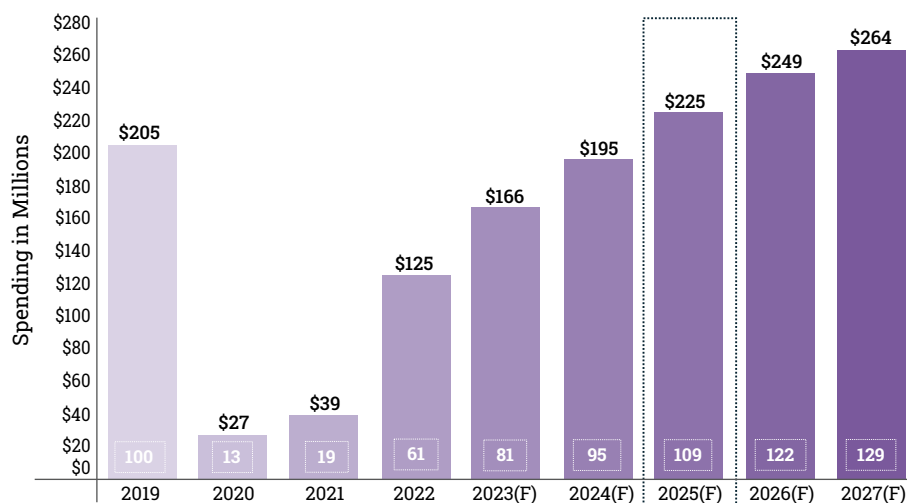
Yohann Robert
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Elevate B2B2C campaigns and create more online content with top-tier media partners and utilize tour operators as the CTA.
- Highlight new and bespoke product offers and itineraries focused on Music, Food, or Civil Rights, with more in-depth content suggestions and travel tips, including eco-friendly lodging options, and local initiatives.
- Focus on trainings, trainings, trainings – small group interactive trainings are the focus.

FRANCE

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



GERMANY



SWITZERLAND



AUSTRIA

International Projects

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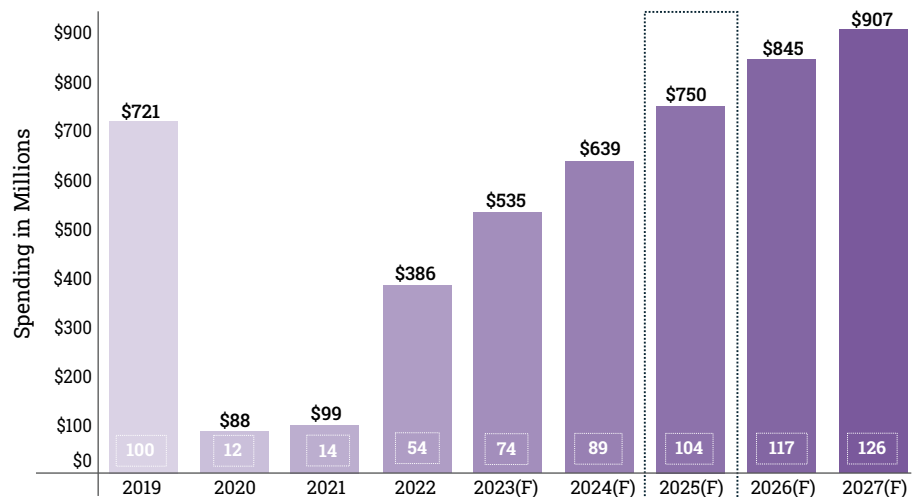
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Invest in German-speaking Europe (GES) campaigns on Travel South owned media channels & community management (Facebook & Instagram).
- Host select GES tour operators at International Showcase.
- Host select GES travel media at Global Week Media Marketplace.

GERMANY/SWITZERLAND/AUSTRIA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



INDIA



International Projects

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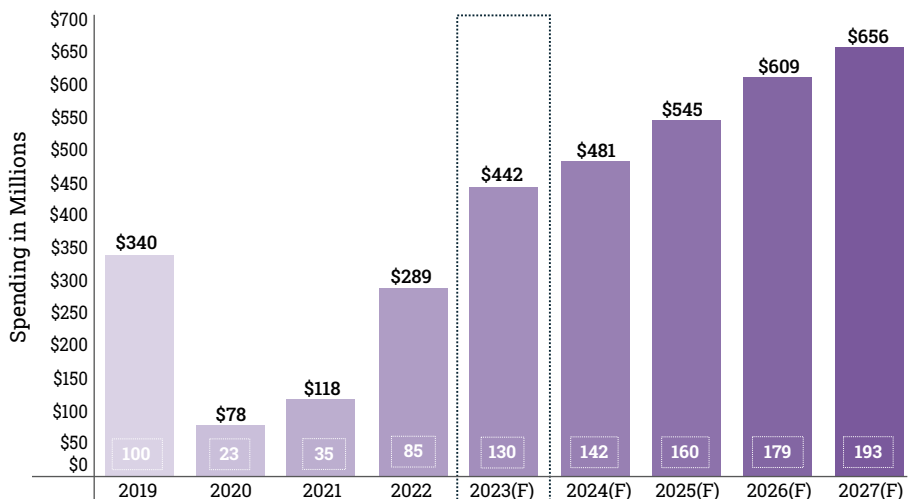
Sheema Vohra

Managing Director
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- Invest in the addition of India on Travel South owned media channels & community management (Facebook & Instagram).
- Host select Indian tour operators at International Showcase.

INDIA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

Source: Tourism Economics (2023)



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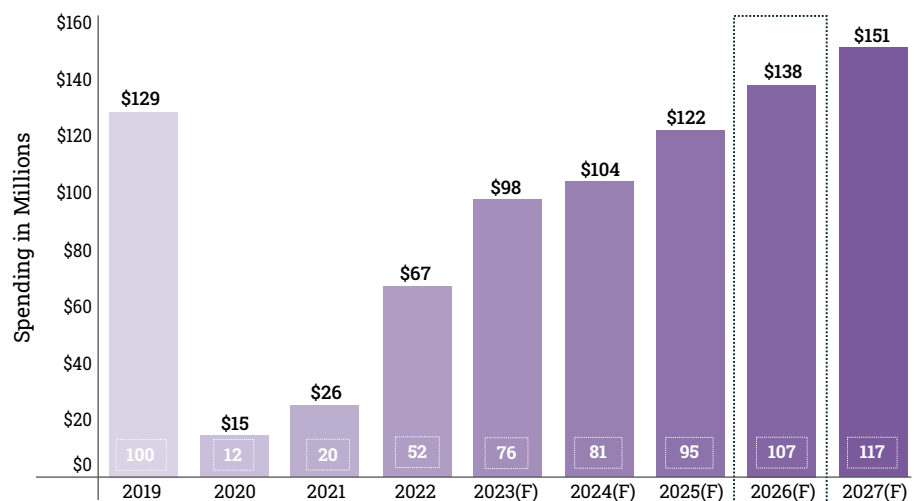
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Deliver a strong ROI for partners attending the Italy Sales Mission.
- Support Travel South USA ambassador-level tour operators with B2C activations and co-ops.
- Leverage the social Travel South owned media channels.

ITALY

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



International Projects

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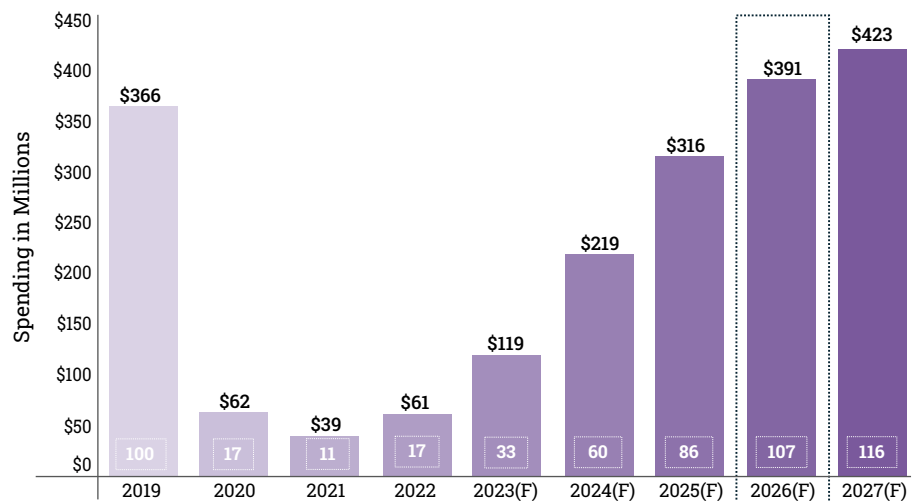
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Host select Japanese tour operators at International Showcase.

JAPAN

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



NORDIC UNION



In-Market Representatives

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Peter Hannaford
Managing Director
Five Marketing Solutions
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Related
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8000 Aarhus C

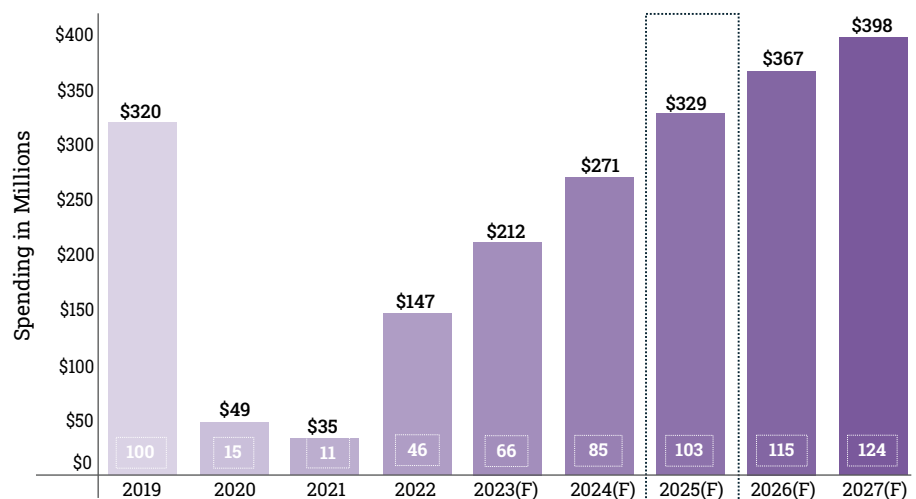
Camilla Bonde Olsen
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Partner with key operators on B2B2C campaigns.
- Increase in-market onsite meetings and training activity.
- Identify and engage with key media publications to facilitate increased influence and reach.

NORDIC UNION (DENMARK + FINLAND + NORWAY + SWEDEN only)

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



UNITED KINGDOM



IRELAND

International Projects

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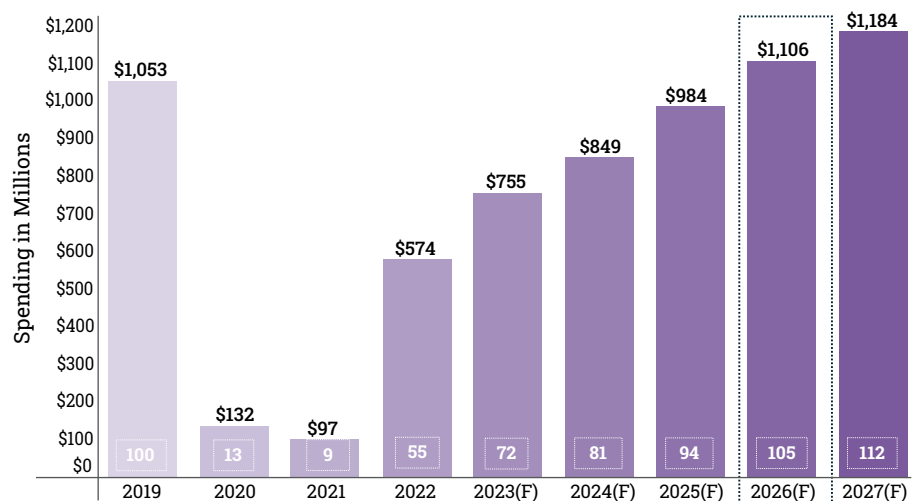
Principle
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The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

- Develop integrated B2B2C campaigns with major media and large-scale tour operators in the UK.
- Invest in UK campaigns on Travel South owned media channels & community management (Facebook & Instagram).
- Host select UK/Ireland tour operators at International Showcase.
- Host select UK/Ireland travel media at Global Week Media Marketplace.

UNITED KINGDOM / IRELAND

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



Source: Tourism Economics (2023)



Sweet Home
Alabama

EST 1836
ARKANSAS
THE NATURAL STATE

EXPLORE
GEORGIA
USA

TEAM
KENTUCKY

LOUISIANA
Feed Your Soul.
ExploreLouisiana.com

VISIT
MISSISSIPPI

MISSOURI

NC
Visit North Carolina

DISCOVER
South Carolina

TENNESSEE
SOUNDS PERFECT

VIRGINIA
IS FOR
LOVERS

WEST
VIRGINIA

TRAVEL SOUTH  USA