

# AUNZ REPORT

## OCTOBER 2024



Prepared By:

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# ABOUT TSUSA

## Global Partner Programming

The latest arrival figures released report 115,881 Australian visitors to the USA in September, up 7% on 2023, and reaching 78% of 2019 levels. This is a significant jump on August's numbers as September is typically a strong month for visitation given the Australian school holiday period. Australia was the 9th largest long-haul market into the USA for the month of September and YTD is sitting at number 10th (Source i94 arrivals).

In terms of visitation from New Zealand to the USA, in September there were 28,322 visitors, down 9% on last year.

4,211 Australians listed a Travel South state as their first intended address in September, equaling 4% of total USA visitation, and up 13% on last year. (Source i94 arrivals – first intended address).

After the exchange rate reached a high of 0.69c in September, the AUD dropped back slightly this month hovering around US 0.66c

Daily Mail Australia to introduce a ‘partial’ paywall for ‘premium content’. Starting from the end of October, the new Mail+ partial paywall will roll out to all Australia users of the website who will be able to access “daily premium stories and a ‘Best of the Mail’ weekly newsletter” for \$1.99 a month.

[Source](#)

Mamamia announced the launch of KNOW, a lifestyle media brand connecting with Gen Z, and The Daily Dial, a proprietary content planning tool at its upfronts. The company also shared the expansion of its entertainment strategy with four new categories: Work, Birth, Divorce, and Health. Mamamia launched the Gen Z brand KNOW since “60 per cent of Gen Z use social media as their primary source of information and entertainment – the way they consume media is a whole new ballgame and very different to other generations. They exist outside the traditional news cycle because they’ve created their own,” said Zara Curtis, chief content officer at Mamamia.

In a bold move to redefine the media landscape in Australia, Nine is set to launch a trio of innovative initiatives designed to enhance consumer engagement and deliver premium content across various interests. This strategic expansion includes Nine Audio: Finance, the Good Food app, and a partnership with BBC Studios for new FAST channels on 9Now. Each of these offerings promises to not only meet the growing demands of audiences but also provide advertisers with valuable opportunities to connect with consumers in meaningful ways.



# I. EXECUTIVE SUMMARY

- Travel Agent Day Australia (TADA)
- Australian Travel Industry Association (ATIA) Beyond Borders sponsorship
- NTIA Awards
- Pitching media attendance Global Week 2025.
- Press office pitching.
- Where Music Was Born campaign next steps.

Australia		Jul	Aug	Sept	Oct	Nov	Dec		FY 25 Total
<b>10 Partners</b>  <b>AL</b> <b>KY</b> <b>LA</b> <b>NC</b> <b>SC</b> <b>TN</b> <b>WV</b> <b>MO</b> <b>MS</b> <b>ROTS</b>	<b>Travel Trade</b>								
	Trade Meetings	30	21	9	66				126
	Number of Agents Trained	133	87	4	202				426
	<b>Media Meetings</b>	12	5	14	10				41
	Total number of articles published	12	26	14	2				54
	Impressions	14,804,911	5,535,000	3,923,219	4,730,000				23,993,130



## II. COMMUNICATIONS & PR

- Pitching media attendance Global Week 2025.
- Press office pitching.
- Where Music Was Born campaign next steps.
- Earned media [Coverage Book](#)
- GMM24 media [Coverage Book](#)



## COVERAGE:

# ONYA MAG ZINE

Nestled at the entrance of Great Smoky Mountains National Park, Gatlinburg is a vibrant town that perfectly blends outdoor adventure with family-friendly attractions. Families can explore the park's numerous hiking trails, ranging from easy walks to more challenging routes, all showcasing the breathtaking beauty of the Smoky Mountains. Kid-friendly attractions abound, and accommodations include fully equipped **Gatlinburg cabins** in the foothills, filled with entertainments, as well as hot tub and pool table.

Kids will love Ripley's Aquarium of the Smokies, with underwater glass tunnels and some of America's best marine life, and the Gatlinburg SkyLift Park, which offers stunning views from its scenic chairlift and sky bridge. Sample (now-legal) moonshine at one of the distilleries or take a scenic drive through the park, particularly during the fall when the foliage is at its peak.



## 25 Destinations to Travel to in 2025



### Memphis, USA

18/26

Generations of music lovers still worship the legacy of Elvis Presley, the loose-hipped sensation that called Memphis home for the majority of his life. In 2025, celebrations for the King of Rock and Roll's 90th birthday will take over the city, with the heart of the action taking place at sprawling Graceland. The singer's estate isn't the only place where Memphis and its inimitable musical history hits a high note: Beale Street still sings with its connections to greats from Muddy Waters to Aretha Franklin.

[See why 2025 is the year to visit Elvis Presley's adopted home of Graceland in Memphis, Tennessee.](#)



# Communications & PR

Media Contacts (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next step
Alan Granville, Stuff NZ	Pitched for Global Week 2025.	Confirmed attendance.
Stephen Scourfield, The West Australian	Pitched for Global Week 2025.	Declined.
Kelli Armstrong, Escape	Pitched for Global Week 2025.	Follow-up
Akash Arora, Explore	Pitched for Global Week 2025.	Follow-up
Kristine Tarbert, Nine	Pitched for Global Week 2025.	Follow-up
Samantha Cheney, The Great Outdoors	Meeting to hear about re: launch of program returning back to Channel 7 for the first time since 2009.	Will share through media kit.
Alex Munday, D'Marge,	Presented us media kit, educated on the region.	Would be good for a sports centric event.
Casey Guth, Mamamia	Presented us their 2025 upfronts, educated them on TS.	Unable to commit to more than two articles per fam without investment.
Elliot Barsby, Man of Many	Presented us their 2025 upfronts, educated them on TS.	Mostly paid advertorials.
Chris Watson Owner  Chris Watson Travel	Product and touring itinerary discussion for WMWB Itineraries	Ongoing



### III. TRAVEL TRADE

### IV. CAMPA

Trade Contacts (phone calls, emails, personal meetings).

Contacts	Interest/Status	Follow-up /Next step
Darran Keil Commercial Director  Exclusive Holiday Giveaways	Meeting and update on new Exclusive Holiday Giveaways, a membership program that donates a majority of profits to charity. EHG will purchase and promote the holiday, with 50% of ticket price going to charity.	Ongoing
IPW Advisory Committee	IPW Advisory Committee meeting with US commercial services to discuss invite and attendee list for Chicago 2025.	Ongoing
Brand USA SXSW Industry Nights	Attendance at Brand USA House for SXSW industry launch party and networking.	N/A
Chris Watson Owner  Chris Watson Travel	Product and touring itinerary discussion for WMWB Itineraries	Ongoing
United Airlines Beach Clean Up	Supporting United Airlines Coogee Beach cleanup and networking with Helloworld, Link, itravel and other industry in attendance.	N/A
Beyond Borders Conference	Attendance at Beyond Borders conference and training with 150+ travel agents in attendance. We had southern state trivia to win astronaut ice cream and hot sauce tasting. Guest interaction and interest was very high.	N/A
NTIA Awards	Attendance at NTIA Awards as Travel South Finalist. Other finalist included Tourism Canada, Tourism Fiji Hawaii with Tourism New Zealand winning on the night. Great exposure and support for Travel South to be listed as a finalist.	N/A
Belinda Condon United Airlines	Meeting with Belinda to discuss the Houston route and potential fairs or promotions to the south. United are open to options,	N/A
Andrew Gay Owner Founder  Travel USA	Discussion and support on North Carolina's dedicated page. <a href="https://travelusa.co.nz/destination/north-carolina/">https://travelusa.co.nz/destination/north-carolina/</a>	Ongoing



Sophie Christopoulos Director 303 WorldTravel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Abby Pezze Travel Advisor Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Meaghan Wolf Business Leader Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Kara Wachter Senior Travel Consultant Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Mili Gonzalez Travel Advisor Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Darren Leckie Franchise owner MTA Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Aydin Yilmaz Team Leader Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Jacqui Griffin Travel Consultant Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Sandra Costa Team Leader Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Derek Harwood Travel Manager My Cruise Concierge	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Rosemary Spiteri Travel Advisor The Curated Traveller	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Paola Swampillai Senior Consultant Helloworld	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries



Tanya Patterson Travel Manager  Travel Managers	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Sandra Brasier Senior Travel Advisor  Helloworld	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Alyssa Pretorius Travel Manager  Travel Managers	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Sarah Knoll Travel Manager  Travel Managers	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Carolyn Ahearne Travel Manager  Travel Managers	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Linda Sharpe Travel Consultant  Gippsland Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Joanne Baxter Travel Consultant  Gippsland Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Tracey Wright Manager/Independent Travel Advisor Travel Right Cruise & Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Shaun Abblitt Luxury Advisor  Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Jacqui Bannister Luxury Advisor  Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Belinda van Tholen Travel Agent  Elite Cruising and Tours	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Christine Bottrell Luxury Advisor  Travel Associates	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries



Tina Barns Travel Agent  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Pippa Vann Travel Agent  Travel Partners	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Andie Davey Owner  Andie Davey MTA Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Jilda Jack  Personal Travel Managers Travel Manager Australia	DMC contacts for 5-6 day corporate incentive group in Tennessee.	Provided itineraries and contacts.
Margaret Freebair Tour Manager/Tour Design  journeysworldwidecom.au	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Yaniv David Independent Travel Agent  FBI Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Kerrin Poupos Personal Travel Managers  Travel Managers	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Vicki Carmichael Travel Agent  Main Beach Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Billy Knepscheld Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Rosie Loxley Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Jill McCurry Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
James Jang Travel Designer  Where 2 Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries



Alex Tan Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Matthew Moir Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Gary Mann Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Rosaria Miot Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Fay Galatis Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Idah Watson Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Sarah Beggs Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Sam Hughan Team Leader  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Kate Rickards Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Brydie Hargadon Travel Advisor  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Anna Bayley Travel Consultant  Travel Byanna	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Meagan Laurie Assistant Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries



Laura Garner Team Leader  Flight Centre	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Angela Italia Mobile Travel Agent  MTA Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Chad Naylor Co-owner  The Cruise and Travel Store	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Kellie Browning Trainer  Connected Travel	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
John Saporito Business Development Manager  Hapag-Lloyd Cruises	Meeting and destination training at TADA.	Emailed TSUSA assets and itineraries
Kelly Campbell Independent Affiliate & Travel Specialist  Savenio	Training and itinerary support for Dude Style ranches in Tennessee, Virginia, North Carolina. Destination information on Nashville, Dollywood and Atlanta.	N/A
Francesca Labbozzetta Director  Marconi Travel	Meeting and information on sporting events in the South. World Cup, Super Bowl, Kentucky Derby and Nasar racing.	Ongoing
Samantha Harman Managing Director  Magic Happens Here	Itinerary support and training for clients visiting Nashville, Memphis and New Orleans over the New Year/ early January period. Assistance with family friendly tour/sightseeing recommendations.	N/A
Mary-Anne Guest Head of Product  Phil Hoffman Travel	Discussion with Mary-Anne on Phil Hoffman group fam to the South post Helloworld OMC Conference in May 2025	Ongoing



# CAMPAIGNS & ACTIVITY

■ Travel Agent Day Australia

TADA24



**2 OCTOBER 2024**  
**8:30 AM - 6:45 PM**

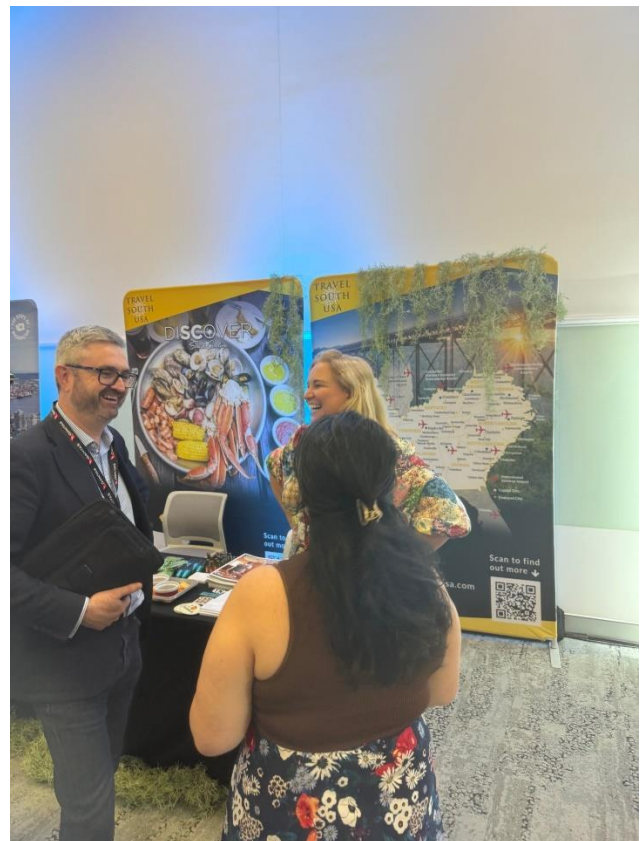
**GRAND HYATT**  
**MELBOURNE, VIC**







## ■ Beyond Borders Travel Summit





## ■ Travel USA – North Carolina



### THE TAR HEEL STATE

*Experience the scenic wonders of the Blue Ridge Parkway, the serene beaches of the Outer Banks, and the vibrant energy of its central and southern cities.*

Captivating North Carolina offers a rich blend of natural beauty, historical significance, and vibrant culture. Stretching from the Atlantic Ocean to the Great Smoky Mountains, the state provides a range of diverse experiences for all types of travellers.

In the west, the Blue Ridge Parkway winds through stunning mountain landscapes, providing breathtaking vistas, hiking trails, and vibrant fall foliage that attracts road trip enthusiasts from around the globe. Charming towns like Blowing Rock and Boone enrich the journey with their inviting atmospheres and Asheville, home to the magnificent Biltmore Estate, blends historical grandeur with a thriving arts scene and eclectic dining options.

Central North Carolina features the dynamic Research Triangle—Raleigh, Durham, and Chapel Hill—renowned for its prestigious universities, including Duke and UNC. The state capital Raleigh offers museums, parks, and a lively downtown with an array of entertainment choices. Nearby, Charlotte, the gateway city in the south, serves as a premier arts and cultural hub, enhancing the region with its vibrant community events and activities.

Along the coast, North Carolina's beaches provide perfect retreats. The Outer Banks are famous for their wild horses, Kitty Hawk and the Wright Brothers National Memorial, and Cape Hatteras National Seashore. Unique car ferry systems allow visitors to explore the barrier islands in an exciting way whilst Wilmington, with its picturesque riverfront and historic district, serves as a southern gateway to these coastal treasures.





## THINGS TO SEE & DO

*Browse through our recommended selection of things to see and do in North Carolina. Many of these are included in our suggested itineraries, however, if there is anything you see that particularly takes your interest, please let us know and we will include it in your holiday package or put you in touch with the right people.*

### CHIMNEY ROCK

*Chimney Rock State Park, North Carolina*

Chimney Rock State Park is a natural wonder featuring a towering granite monolith, "Chimney Rock," offering panoramic views of the Hickory Nut Gorge and Lake Lure below. The park offers hiking trails, including one leading to the rock's summit, where visitors can witness stunning vistas. One of its most remarkable features is the elevator that ascends 26 stories in just about 30 seconds. This elevator leads to a gift shop and an outdoor area with stunning views, even if you choose not to climb the final 40 stairs to the top of the official "chimney."



## FEATURED PACKAGES

*Browse through our suggested itineraries, all of which can be personalised to your individual preferences. Alternatively, let us know what you are looking for and we can custom design a package for you.*



NORTH CAROLINA

### EXPLORE NORTH CAROLINA

**14 days / 13 nights from NZ \$4,379 per person**

Embark on a 14-day adventure across North Carolina! Experience vibrant Charlotte, drive the stunning Blue Ridge Parkway and explore the Outer Banks using their unique car ferry system. Tour the USS North Carolina Battleship in Wilmington, then visit Fayetteville before returning to Charlotte ...

[VIEW PACKAGE](#)



## CITIES & REGIONS

*Highlighting some of the popular cities and regions to visit. Follow the links to view more on selected destinations.*



### CHARLOTTE

The Queen City blends Southern charm with urban sophistication. Home to professional sports teams and attractions like the NASCAR Hall of Fame and the U.S. National Whitewater Center, it boasts vibrant neighbourhoods and a thriving arts scene ...



### ASHEVILLE

A vibrant city nestled in the Blue Ridge Mountains, known for its stunning natural beauty, historic architecture, and thriving arts scene. Explore the famous Biltmore Estate, enjoy craft breweries, and experience diverse culinary delights ...



### OUTER BANKS

Chain of barrier islands known for its beautiful beaches, light houses and rich history. With charming seaside villages and over 160 kilometres of shoreline, it provides a peaceful retreat and also serves as the backdrop for the Netflix hit TV series "Outer Banks" ...

## FESTIVAL & EVENTS

*A selection of major festivals and events in North Carolina. Follow the links provided or contact us for more details*



#### SPORT

### GOLF - PGA CHAMPIONSHIP

**Location:** Quail Hollow, Charlotte, North Carolina  
**Date:** 15 - 18 May 2025

Highly anticipated annual event showcasing the world's top golfers competing for one of golf's most prestigious titles. The 2025 edition will take place at the Quail Hollow Club in Charlotte, a premier golf destination known for its challenging course and stunning landscapes.

[Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



#### SPORT

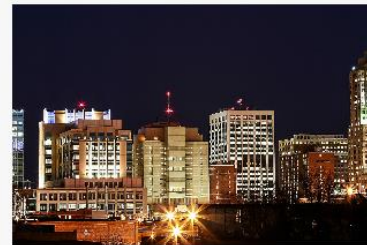
### NASCAR - COCA-COLA 600

**Location:** Charlotte Motor Speedway, North Carolina  
**Date:** 25 May 2025

Iconic race, held on Memorial Day weekend, known for its gruelling length of 600 miles, making it one of the most challenging races in NASCAR. With its thrilling atmosphere and tight racing, the event draws top drivers and massive crowds, celebrating the rich history of motorsports in the Carolinas.

[Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



#### FESTIVAL

### NORTH CAROLINA STATE FAIR

**Location:** Raleigh, North Carolina  
**Date:** 16 - 26 October 2025

Held annually in Raleigh celebrating agriculture, culture, and community. Visitors enjoy thrilling rides, live music, delicious fair food, and exhibits featuring livestock and crafts. It's a cherished tradition that highlights the state's rich heritage and attracts many attendees from across the State.

[Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



■ NTIA Awards Night





■ Brand USA SXSW Industry Event





■ United Airlines Beach Cleanup





■ Thanksgiving reminder and Sponsorship





# Newsletters

## TRADE Newsletter – Winter in the South October

Recipients: 4060 Open Rate: 1024 (25.22%)

## PR Newsletter – Winter in the South October

Recipients: 368 Open Rate: 181 (49.18%)



As winter sweeps across the South, it brings a unique charm that warms the heart. Enjoy cosy evenings by the fire, the delightful aroma of hot chocolate, and towns sparkling with festive lights. The South transforms into a winter wonderland filled with joy and excitement.

Outdoor adventurers can also explore stunning landscapes, from the Appalachian foothills to serene beaches. Embrace the magic of winter in the South!

**Winter in the South**



### KENTUCKY

#### Unique Sights

Discover a hidden gem, frozen waterfalls. As temperatures plummet, these cascading beauties transform into icy sculptures, creating a breathtaking winter wonderland. Explore the Daniel Boone National Forest, where frozen waterfalls like the Red River Gorge's Natural Bridge can be found. Hike through snow-covered trails and marvel at the intricate ice formations.

**Frozen Waterfalls**

Travel South USA | AUNZ

GPP Monthly Report





## SOUTH CAROLINA

### Horseback on Ocean Shores

Horseback riding on the beach during South Carolina's winter months is a popular activity. Enjoy the thrill of trotting along the waves and feeling the sea breeze from horseback on picturesque sandy shores. Local stables offer guided beach rides, making your visit memorable. Many regular summer vacationers return specifically for this wintertime beach ride, as it's the only season when it's available.

Saddle Up



## MISSOURI

### Unmatched Celebration

When it comes to winter and the holiday season, nobody does it like Branson, Missouri. The town is decked in festive décor and Silver Dollar City goes all out with more than 6.5 million twinkly LED lights. In the city you'll find "America's Christmas Tree City Trail." Visit the immersive Disney animation experience. See "Frozen", "Encanto", "The Little Mermaid", and more. Enjoy the music, artistry, and animation in a new way.

Festive Heaven



## ALABAMA

### Unique Charm and Activities

Winter in Alabama may not bring the traditional snow-covered landscapes but imagine cosying up by a fire in a rustic cabin in the Appalachian Mountains, sipping hot chocolate while enjoying the mild temperatures without the biting cold. Hike the trails of the Cheaha State Park, explore the holiday lights at Bellingrath Gardens and stroll through the Pepper Place farmers market in Birmingham.

Winter Comfort





## NORTH CAROLINA

### Wildlife Watching

One of the highlights of the winter season is elk watching in Cataloochee Valley, located in the Great Smoky Mountains. Take a tour as the weather cools and witness these majestic creatures grazing in the open meadows. The sight of a herd of elk against the backdrop of snow-dusted mountains is a breathtaking experience that shows the beauty of North Carolina in winter.

Elk Encounters



## LOUISIANA

### Louisiana Traditions

For a unique winter experience, visit the River Parishes to experience the traditional Christmas bonfires. Along the Mississippi River, communities create towering pyramids of burning logs, a tradition dating back to the 1800s. Experience the bonfires as a spectator or at the Festival of the Bonfires in Lusher or the Algiers Bonfire and Concert.

Christmas Spectacular



## WEST VIRGINIA

### Festive Fun

Almost Heaven is an outdoor adventure hub in winter, featuring the East Coast's longest sled run at Blackwater Falls State Park and the ice skating and snow tubing at nearby Canaan Valley Resort State Park. Visitors can also enjoy Oglebay's Festival of Lights and festive events at the Greenbrier Resort, known for its stunning holiday displays and activities.

Adventure Hub



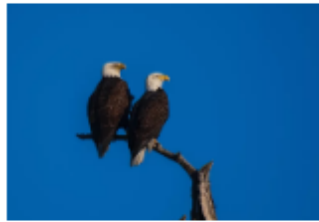


## RHYTHMS OF THE SOUTH

### Atlanta, Nashville, New Orleans

Winter in Atlanta brings the Christkindl German Christmas Market, with over 50 vendors offering authentic German food, drinks, and gifts in a festive, traditional atmosphere. Nashville's Gaylord Opryland dazzles with indoor gardens transformed into a winter wonderland. In New Orleans, the Holiday Parade has larger-than-life holiday-themed floats, marching bands, dancing groups, and high-flying helium balloons.

Seasonal Events



## TENNESSEE

### Forest Finds

Reelfoot Lake State Park is renowned for its fishing, boating, and wildlife viewing. Created by earthquakes, the 15,000-acre lake is a flooded forest teeming with majestic Cypress trees, submerged stumps, and a rich variety of aquatic plants and birds, including American bald eagles. Experienced park naturalists lead daily bald eagle and waterfowl tours and the annual Reelfoot Eagle Festival in February is a bird watching destination.

Eagle Excitement



## MISSISSIPPI

### Cultural Delights

Mississippi winters offer a delightful blend of outdoor activities, like hiking and birdwatching, alongside the chance to explore cultural museums, historic sites, and savour local culinary experiences. Coastal Mississippi, with its renowned seafood and sandy shores, also boasts a vibrant art scene, while Jackson and Tupelo offer a rich tapestry of history, civil rights, and Elvis Presley's legacy, making each stop a must for visitors.

Art and Legacy

FIND OUT MORE



CONTACT INFO

Phone: 02 9158 9314 | Email: Penny@gate7.com.au

Travel South USA | AUNZ

GPP Monthly Report



# Market Update

## Economic & Market Update

- The following Economic announcements were made in October
- Australia's unemployment rate remained unchanged at 4.1% in September, according to the latest ABS figures. The unemployment rate reflects the percentage of people who were looking for work but couldn't find any. This figure is seasonally adjusted, meaning the ABS has removed the effects of calendar-specific patterns from the data, like fruit-picking in summer or Christmas casuals in retail in December. [Source.](#)
- The Federal Government announced the first back-to-back surplus in almost 20 years, as it delivered the Final Budget Outcome for 2023–24. The surplus was \$15.8 billion. [Source.](#)
- Prices rose by 2.8% in the year to September 2024, according to new figures from the Australian Bureau of Statistics (ABS). This is the lowest annual inflation rate in more than three years. The annual inflation figure is down from the last quarter, when prices rose 3.8% over the previous year. According to the ABS, the slowing of inflation was driven by Federal and State/Territory Government discounts on energy bills, which came into effect in July. [Source.](#)
- Sydney house prices fell by 0.1 per cent in October, the first monthly decline in almost two years, but the median price is still \$1.48 million. [Source.](#)
- The exchange rate reached a high of 0.69c in September, the AUD dropped back slightly this month hovering around US 0.66c
- The latest arrival figures released report 115,881 Australian visitors to the USA in September, up 7% on 2023, and reaching 78% of 2019 levels. This is a significant jump on August's numbers as September is typically a strong month for visitation given the Australian school holiday period. Australia was the 9th largest long-haul market into the USA for the month of September and YTD is sitting at number 10th (Source i94 arrivals).
- In terms of visitation from New Zealand to the USA, in September there were 28,322 visitors, down 9% on last year.
- 4,211 Australians listed a Travel South state as their first intended address in September, equaling 4% of total USA visitation, and up 13% on last year. (Source i94 arrivals – first intended address).

## Tour Operators & Travel Agencies

- Travel agency network ittravel has unveiled a new business model called Franchilli, which is designed to make it easier for members to transition from mobile to franchise operations. Travel advisors seeking to scale up operations but are concerned about the cost factor involved are in the sweet spot for ittravel's new model, with the company pledging Franchilli will take many of the complexities in the transition out of the equation. [Source](#)
- Supermarket chain Aldi Australia is expanding into the travel sector with the launch of the Aldi Holidays online portal. Partnering with Flight Centre Travel Group's Ignite Travel Group on its first foray into travel, Aldi's first collection of packages for shoppers start from \$449pp, and include escapes to domestic destinations such as Surfers Paradise and The Whitsundays. Packages also include tour deals and cruise journeys. [Source](#)
- Travel Agent Day was launched in Melbourne, to recognise and support Travel Agents. [Source](#)
- USA House will feature everything from iconic tailgate parties, to VR road trips through Nevada, and panel discussions featuring US Olympic breaker B-Boy Jeffro, during SXSW Sydney at ICC Sydney. [Source](#)



- Uber is rumoured to be exploring a potential acquisition of Expedia Group. [Source](#)
- Flight Centre's share price has fallen 17% following 'vague' growth outlook. [Source](#)
- Envoyage has named Infinity Holidays as its preferred wholesaler. [Source](#)
- CT Partners has recorded a record \$2 billion total transaction value in its latest results. [Source](#)
- Helloworld has teamed up with the Nine Network to bring its travel and lifestyle program back to television screens around Australia. [Source](#)

## Traveler Insights

- According to a study, people who engage in regular travel may experience increased longevity. It's not just about relaxation, either; there's scientific backing to this claim, and it's something travel professionals need to know about. [Source](#)
- Australia's younger generations now hold a much stronger sway over travel planning decisions than they did in previous years, a new study from Hilton has suggested. The 2025 Trends Report claims that the combined influence of Generation Alpha and Generation Z are now "actively shaping" family travel plans in 71% of households, positioning the younger cohort as key decisionmakers in travel bookings. [Source](#)
- Who's the key travel decision-maker in Aussie families? A surprising 71 per cent of Gen Z and Alpha are taking the lead in family travel plans with experiences at the top of their lists, according to the new [Hilton 2025 Trends Report](#). [Source](#)
- Aussies are getting creative to save up for their next holiday, despite growing cost of living concerns, according to new research by Finder. [Source](#)
- Holidays remain the primary reason for outbound travel in Australia, accounting for 60.2% of trips in Aug 2024, new insights delivered by the Australian Travel Industry Association (ATIA) show. Visiting friends and relatives comprised 26.7% of travel bookings, while business travel showed more modest growth, representing 5.8% of total trips. [Source](#)
- Outbound travel nears 2019 levels, with the number of overseas trips taken by Aussie travellers in Aug only 1.5% short of prepandemic volumes, new data from the ABS has shown. Indonesia (Bali) continues to domination in top spot with 158,730 trips, followed by New Zealand (106,450), the UK (62,930), and the US (56,330). [Source](#)
- Almost half of Aussie travellers plan to spend more on holidays in 2025 according to Skyscanner. [Source](#)
- Close to one in five Aussies spent money on holiday travel they could not afford in the past 12 months, according to a Finder survey of 1,049 respondents. The figure equates to roughly 3.6 million travellers booking trips that extend beyond their financial means, showing once again that travel remains a high priority for Aussies despite the cost-of-living. [Source](#)
- According to ING, 30% of Australians planning a wedding say they want more honeymoon and less wedding. [Source](#)



## Air Lift

- The rumours swirling for months about Qatar Airways purchasing an equity stake in Virgin Australia have been confirmed, with an intention to buy a 25% stake, pending govt approval. [Source](#)
- Qantas is bringing the Aussie spirit to North America with its new brand campaign, 'Australia in the Sky', which launches as the carrier celebrates 70 years of flying to the United States. The Flying Kangaroo tapped widely-acclaimed writer, producer and director Baz Luhrmann and Academy Award-winning costume and production designer Catherine Martin to act as creative consultants and ambassadors for the campaign. [Source](#)
- United Airlines is making significant strides in the Aisa-Pacific region, with a strong focus on partnerships and expanding connectivity. [Source](#)
- Qantas shares have dropped 4.5% following news of the Virgin-Qatar deal. [Source](#)
- Qantas boost capacity to the United States by 13 per cent, offering 30 per cent more premium seats for customers on long-haul flights with the return of more A380s to the network from next August. Customers will benefit from the return of the airline's Boeing 787 Dreamliner aircraft to Brisbane, with the option of Premium Economy and more seats when travelling to Los Angeles and Auckland. [Source](#)
- International airfares are trending down with new Flight Centre Travel Group research. [Source](#)
- United Airlines has forecast a stronger than expected profit for the current quarter. [Source](#)
- The inaugural Dallas Fort-Worth to Brisbane flight with American Airlines has arrived, making it the US carrier's longest route by distance. [Source](#)
- The US Department of Transportation has introduced new US air refund rules that mandate automatic ticket and fee refunds for delayed or cancelled flights. [Source](#)

## Actions

- **International Showcase**
  - Final preparation for International Showcase in Atlanta
- **Partner & Media Follow Ups & Meetings**
  - Follow-ups from face to face media coffees and proactive pitching. Reconnect with Viking and Air NZ following those conversations.
- **Continue Global Week pitching**
  - Follow-ups for the 2025 pre-fam and fam, hoping to have confirmations by EOM.