

AUNZ REPORT

NOVEMBER 2024



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ABOUT TSUSA

Global Partner Programming

The latest arrival figures released report 88,689 Australian visitors to the USA in October, down 3% on 2023, and reaching 79% of 2019 levels. YTD visitation is up 7.8% YOY. Australia was the 11th largest long-haul market into the USA for the month of October and YTD is sitting at number 10th (Source i94 arrivals).

In terms of visitation from New Zealand to the USA, in October there were 21,548 visitors, down 3% on last year.

4,041 Australians listed a Travel South state as their first intended address in September, equaling 5% of total USA visitation, and up 9% on last year. (Source i94 arrivals – first intended address).

The exchange rate hovered at the US 0.66c and 0.65c for November.

Are Media has announced new readership numbers, with the combined readership of its print titles growing to 5.99 million readers a month in the September quarter. Gourmet Traveller stood out with readership growing 11%. Source: [Mumbrella](#).

Super-funded news publication, The New Daily, is slashing jobs as it prepares to move into the hands of its new publisher, Solstice Media. Source: [Mumbrella](#)

ELLE Australia is set to grow from two to four issues in 2025 and will supercharge its video, social and TikTok offerings. ELLE's TikTok followers have grown 1,000% this year. Source: [Mediaweek](#)

Leading design magazine Belle will introduce Belle Passport in 2025, a new and exclusive travel section running across Belle from May to November 2025. Source: [Mediaweek](#)

Emma Wilson has taken over as Travel Editor for Snow Action which will now go to print again in 2025 after being digital only in 2024. Emma is also co-host of Loving the Snowlife podcast and has a travel column 'Travel Well With Emma' servicing the fastest growing regions of NSW, Western Sydney and the Central Coast.

Katherine Davison has finished up as Editor of WHO and who.com.au. She is now working as a freelance travel and lifestyle journalist.

Anne Majumdar has joined the LATTE team as Senior Editor. Anne will be working alongside LATTE Managing Editor, Guy Dundas with building the travel trade publication's depth of luxury-specific industry news content, while expanding the title's reach and frequency.

I. EXECUTIVE SUMMARY

- International Showcase GPP Reports for 10 partners
- Gate 7 Thanksgiving Lunch
- Visit USA Thanksgiving Breakfast
- International Showcase Tour Operators Departure
- Continued pitching media attendance Global Week 2025.
- Concrete Playground Brief.
- Post election campaign analysis.
- Where Music Was Born coordination.

Australia		Jul	Aug	Sept	Oct	Nov	Dec	FY 25 Total
10 Partners AL KY LA NC SC TN WV MO MS ROTS	Travel Trade							
	Trade Meetings	30	21	9	66	19		145
	Number of Agents Trained	133	87	4	202	6		432
	Media Meetings	12	5	14	10	10		51
	Total number of articles published	12	26	14	2	22		76
	Impressions	14,804,911	5,535,000	3,923,219	4,730,000	6,199,607		35,192,737

II. COMMUNICATIONS & PR

- Continued pitching media attendance Global Week 2025.
- Concrete Playground Brief.
- Post election campaign analysis.
- Where Music Was Born coordination.
- Earned media Coverage Book
- GMM24 media Coverage Book

COVERAGE:

TRAVEL
INSIDER



While the King may have left the building in 1977, Elvis Presley fans will make the pilgrimage to Graceland in January to celebrate what would have been his 90th birthday (8 to 11 January, 2025; graceland.com). The 23-room mansion (above) – an immaculate 1970s time capsule and now a museum – and its sprawling grounds will host bands, movie screenings, a birthday cake cutting and the official proclamation of Elvis Presley Day on the 8th, his actual birthdate. All of it is expected to be met with a religious fervour not normally seen outside of a revival tent. This is, after all, Memphis, Tennessee, in America's South. The city knows fervour.

Home of jazz, blues, rockabilly, gospel and Memphis soul, the city knows music, too. Joining the chorus is as easy as taking a trip down Beale Street, a three-kilometre strip that runs from the Mississippi River through Downtown to the east, where artists such as Louis Armstrong, Muddy Waters, Aretha Franklin and B.B. King ushered in the music of the Deep South. The latter also established B.B. King's Blues Club (fb.com/bbkingsmemphis), which still draws crowds with live music, plates of sticky ribs and pitchers of beer.

An easy walk from Beale Street's steamy bars and clubs, Aloft Memphis Downtown (marriott.com) is a newly opened 155-room boutique hotel with a restaurant, theatre room and rooftop bar hosting live bands. But melomaniacs should drop their bags and head straight to "the birthplace of rock 'n' roll", Sun Studio (sunstudio.com), where you can listen to original recordings of Elvis, Johnny Cash and Jerry Lee Lewis – and even record your own song. A 15-minute bus ride from Downtown, the Stax Museum of American Soul Music (staxmuseum.org) includes a replica of Studio A, where artists including Otis Redding and Booker T. & The M.G.'s helped define the sound of the '60s.

Settle in at Evergreen Grill (evergreengrillmemphis.com) and they'll fix you a plate of wings with guajillo glaze, a fried okra salad or a catfish and Cajun mayo sandwich, chased by a turtle brownie – a candied pecan bar with caramel sauce and ice-cream. Or head to Ember & Oak Prime (emberoakprime.com) in the city's south for a sophisticated take on comfort food, such as crab cakes or a smoked butcher's rack of bacon with fried green tomatoes on the side. It's emblematic of what Memphis does so well: put an original spin on Southern tradition. 🍷

Global
TRAVEL MEDIA

UNWRAPPING CHRISTMAS IN THE USA: ICONIC CELEBRATIONS ACROSS EVERY REGION

Posted by My Thanh Pham | Nov 18, 2024 | America, Headline News | 0 📌 | ★★★★★

THE SOUTH: WHERE WARMTH MEETS WONDER

The South promises a unique mix of tradition and revelry for a warmer holiday. New Orleans' NOLA ChristmasFest boasts a skating rink, gingerbread displays, and a carnival atmosphere. Don't miss the Réveillon dinners, a Creole culinary delight hosted at iconic restaurants.

Asheville, North Carolina, enchants visitors with Candlelight Christmas Evenings at the historic Biltmore Estate. Meanwhile, Cocoa Beach, Florida, shines with St. Augustine's Nights of Lights and Surfing Santas. Theme parks like Disney World and Universal Studios offer unparalleled holiday celebrations, from Mickey's Very Merry Christmas Party to Grinchmas.

ONYA MAG ZINE

How To Celebrate Christmas In The USA

November 25, 2024

THE SOUTH AND SOUTHEAST



In New Orleans, Louisiana, the NOLA ChristmasFest, 20-30 December, offers a skating rink, gingerbread village and carnival rides, while restaurants around the city host Réveillon, a Creole holiday feast. Enjoy the 25-acre light display in New Orleans City Park, free concerts at St. Louis Cathedral, carolling in Jackson Square and bonfires along the Mississippi River.

Parts of artsy Asheville, North Carolina, were hurt by recent floods, but many attractions are welcoming tourists again, and Christmas at Asheville's famous Biltmore Estate promises to be as charming as ever. Candlelight Christmas Evenings reimagine Biltmore's first-ever Christmas in 1895, complete with live music, glittering decorations and cosy fireplaces. Stay at an onsite hotel, tour the main house and grounds, and see the spectacular Chihuly at Biltmore exhibition.



CITY | US

America's favourite

Ask Americans which US city they'd like to visit, and chances are they'll say moss-draped Charleston. Thanks to its Southern hospitality, time-warped architecture, walkability and pretty flower-filled window boxes, South Carolina's largest city was named the favourite of *Travel + Leisure* magazine's readers for the past two years.

Many Australians, though, know little about this Atlantic Coast charmer. Our top-10 US choices are California, New York, Hawaii, Florida, Alaska, Washington state, DC, Georgia, Illinois and Massachusetts, according to a *Brand USA* 2025 survey. For those who said Georgia, here's the great news: South Carolina is right next door.

My getting-to-know-Charleston adventure starts by checking in to the flamingo-pink Mile House Hotel. The downtown hotel, which opened in 1853, has a roller-coaster history. Guests helped save it from the city's Great Fire of 1861. President Roosevelt stayed there in 1901 and, after falling into disrepair, it was rebuilt in the late 1990s.

After rolling through three other multinational hotel chains, it was renovated again in 2022 and is now part of the Curio Collection by Hilton. One sweet-as-iced-tea, in-room touch is a throw cushion printed with the phrase, "Well, I do declare!"

I soon declare that my hotel is perfectly located. A ghost tour leads me through nearby streets to end among the bunstones behind the Circular Congregational Church. Wreaths of Spanish moss dangling from overhead branches add to the spooky atmosphere. Ghosts abound in this city, which is still reckoning with its heart-



Spanish moss and Southern charm combine to make this city an unbeatable destination, writes Katrina Lobley.

rending slave-trade past. It's estimated almost half of all enslaved Africans to enter North America arrived via Charleston's port. At that very spot where they were hauled ashore (if they survived the brutal Atlantic crossing while packed into holds like cardines), stands a new museum that explores the past while celebrating the present.

The International African American Museum doesn't hold back when recounting Charleston's painful history – yet that's infused with stories of survival and triumph. Its galleries include one dedicated to the culture of the Gullah Geechee – descendants of the enslaved – who creatively adapted to life in the marshes and waterways along a coastal corridor incorporating a region dubbed the Lowcountry.

Exhibits include a full-size *batteau* (boat) and a re-created "praise house" – a one-room building used as a place of worship on plantations where the enslaved farmed rice, indigo and cotton. The museum's African Ancestors Memorial Garden is also alive with meaning: there is a poignant installation referencing the barbaric ocean crossings as well as a field of sweetgrass – a craft entwined with Gullah Geechee culture.

Sweetgrass baskets make a just-right Charleston souvenir. Fifty resident artisans weave their magic at the Charleston City Market – an institution covering four city blocks. If Charleston's humidity proves too much, head to Waterfront Park to catch a cooling breeze or, heck, splash around in the Pineapple Fountain. Pineapples symbolise hospitality, but this fountain also represents restoration and hope, as it was installed in the aftermath of 1889's deadly Hurricane Hugo.

There's more to see in the "Holy City" – more churches, naturally, and the pastel-splashed 13 Georgian townhouses that comprise East Bay Street's Rainbow Row. North of town is Cypress Gardens, a ridiculously photogenic swamp garden used as a location for that soppy 2004 movie, *The Notebook*.

In the other direction, on Johns Island, is the Angel Oak Tree. It's estimated this sprawling live oak is 300 to 400 years old and, like the spot where the new museum stands, is hallowed ground. The land was once a plantation whose workers had picnics beneath its gnarled limbs. Rumours of a darker history persist – and some swear that the spirits of the enslaved not only materialise around the tree but also have protected it all these years. **✎**

The Waterfront Park and its Pineapple Fountain, a symbol of hospitality and also restoration and hope. Photo: iStock

THE DETAILS

FLY
Qantas, with American Airlines, flies to Charleston via Dallas Fort Worth from Sydney and Melbourne. See qantas.com.

SEE
The International African American Museum (iaamuseum.org) is open Tuesday to Sunday, entry \$US22 (\$33) adult. Charleston City Market (thecharlestoncitymarket.com) is open daily from 9.30am–5pm. Cypress Gardens (cypressgardens.berkeleycountrysc.gov) is open daily from 9am–5pm, entry \$US10 adult. The Angel Oak Tree (charleston.sc.gov) is open daily, free admission.

STAY
The Mills House Hotel has rooms from \$US169 (\$280) a night. See mills-house.com.

The writer was a guest of Travel South USA. See discoverouthcarolina.com.

explore

TWO WAYS TO GO | ULTIMATE AMERICAN ROAD TRIPS

Great River Road v Route 66

MAL CHENU



GREAT RIVER ROAD

Reprised in novels, songs and many, many movies, the American road trip is a cultural icon, a motoring motif of the freedom entrenched in the Negro psyche. The Great River Road and Route 66 are both epic adventures of this diverse melting pot, and neither go anywhere near Mar-a-Lago.

Any will try to convince you to get your kicks on the east-west Route 66, but, as so much of it is desert, unless you are a hoodoo guru, or like drifting along with the tumblin' tumbleweeds, the kicks are as scarce as the Sydney Swans in a grand final.

On the other hand, the Great River Road (GRR) follows the mighty Mississippi down through the American heartland. And its proud, beating heart. If Huckleberry Finn had had a driver's licence, he would have embarked on the great American odyssey in a Chevy rather than on a raft.

The GRR is a 5000-kilometre star-spangled network of federal, state and local byways across 10 states, taking in cities, towns, farms, forests, cliffs, meadows and parks. And like Old Man River, the roads just keep rollin' along, into and out of parochial delights.

Local colour and flavours lie around every corner, across every county line, over each state border.

Hike to see the loons (no, not the Mar-a-Lago variety) and monarch butterflies at Lake Itasca in Minnesota and build an appetite for Norwegian lefse and Swedish meatballs, best enjoyed at a Vikings NFL game.

In the Dairyland state of Wisconsin, you can buy cheesehead hats in the shape of a wedge of cheese for your friends. (They probably don't have one.)

Check out the 200 prehistoric animal-shaped mounds built by ancient Native Americans at the Effigy Mounds National Monument and join an immersive tour of the Bridges of Madison County in Iowa.

In Missouri, visit the Gateway Arch and sample roasted ravioli in St Louis, and drop by the Mark Twain Boyhood Home & Museum in Hannibal on the bank of Old Muddy.

The Great Smoky Mountains National Park in Tennessee is the most visited park in the US, while Memphis is home to the moving National Civil Rights Museum, as well as musical musts such as Graceland and Beale Street, the spiritual home of blues music.

Take a scenic drive on the Natchez Trace Parkway in Mississippi and stop literally anywhere for fresh shrimp and fried catfish.

And finally, in Louisiana, dip your toes in the Gulf of Mexico and tap them to the sounds of good ol' Dixieland jazz in the French Quarter of New Orleans, and munch on cajun and creole cookin'.

Meanwhile, back on Route 66, it's only another seven hours until the next interesting boulder, and just two days until you hit the LA traffic jams.

You could follow the mighty Mississippi River through 10 states, or get your kicks on arguably the world's most famous highway. It's a tough choice, but our duelling experts are here to help.



Driving through the Great Smoky Mountains National Park. Pictures: Getty Images



Pit stop at a classic Route 66 motel.

“If Huckleberry Finn had had a driver's licence, he would have embarked on the great American odyssey in a Chevy.

AMY COOPER



ROUTE 66

There are road trips, and then there's Route 66. As definitively American as the Stars and Stripes, these 3940 meandering kilometres between Chicago and Los Angeles are perhaps the world's most famous tarmac.

Everyone knows the name - and maybe the sign, too. This is the highway that inspired Steinbeck, Disney and the hit *Get your Kicks on Route 66*, penned by 1940s songwriting hopeful Bobby Troup as he drove along it towards LA and fame. From 1926, Americans flowed westwards along Route 66 from prairie to Pacific, out of windy Chicago and across the plains of Missouri, Oklahoma, Kansas and Texas through the wild west deserts and canyons of New Mexico and the high mountains of Arizona, to sunny California's promised land.

Steinbeck called it the Mother Road. Others named it the Main Street of America, where fortune seekers, dreamers and pioneers chased the open road to promise and possibility. Goldfields and Hollywood. The American dream made asphalt.

And then progress marched on and by 1985, Route 66 was bypassed by new, faster highways. But you can still drive the old stretches on a wistful, whimsical journey through retro diners, motels and gas stations, vintage neon signs, weird and wonderful roadside attractions and poignant ghost towns. It's like journeying into a country's soul.

There are time capsule motels like the 1940 Wigwag Motel in Holbrook, Arizona, with its concrete tepee rooms; Route 66 Ball Haven Motel in Springfield, Missouri, where room 409 is the Elvis Suite, a shrine to its 1956 famous guest, or Blue Swallow motel, a 1941 neon-bedecked gem in Tucuman, New Mexico. A deluge of diners includes Cory Dog Drive In, where the corn dog was invented in 1949, and Red's Giant Hamburg, thought to be the world's first drive-thru restaurant. At the Cadillac Ranch in Amarillo, Texas, 10 classic Caddies are face-planted into the ground in a 1975 art installation and the Heart of Route 66 Auto Museum in Sapulpa, Oklahoma, boasts a 20-metre "world's tallest gas pump".

Not to be outdone, Fanning, Missouri, has the 12-metre Route 66 Rocker giant chair. Amarillo in Texas boasts the giant disembodied Legs of Amarillo and all along the way loom 1960s Muffler Men - house-sized fiberglass blobs.

Route 66 ends on the California shore, at glittering fun palace Santa Monica Pier. The beautiful historical carousel, Hippodrome and Ferris wheel are the old road's final nostalgic flourish.

The legendary highway turns 100 in 2026. There's time to plan a road trip, choose your wheels and crank up the theme tune (also sung by the Rolling Stones, Chuck Berry and Glenn Frey) that says it so well: "Travel my way, take the highway that's the best. Get your kicks on Route 66."

Communications & PR

Media Contacts (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next step
Julia Aebi, We Are Explorers	Briefed her on current clients (all), planning process,	None currently
Kristen Galliot, Qantas Travel Inside/Medium Rare Content	Upfronts for 2025	Connect with Alexis ahead of GMM famil.
Samantha Cheney, Great Outdoors	Briefed her on all clients, learnt about the new 'GA', shared media kit	Assess opportunity for 25-26 planning
Maddison Hockey, Marie Claire	Met with Maddison. Discussed future famil opportunities with Marie Claire and Elle.	None Currently.
Paul Chai, Dream by Luxury Escapes	Met Paul Chai, Managing Editor at Luxury Escapes at the recent Mumbrella Travel Marketing Awards. Discussed his recent USA famils.	None Currently.
Justin Jameison, Get Lost	Discussed Get Lost offering.	Assess opportunity for 25-26 planning
Cinzia Giacchi, Concrete Playground	Began kick-off for February 2025 Campaign	Integrate partner elements into brief and commence campaign drafting.
Elizabeth Gracie & Elizabeth Barry, New Idea & Woman's Day Digital	Met with Are Media digital editors to congratulate Gracie on her promotion and discussed editorial and famil opportunities.	Not the right fit for Travel South.
Edwina Hart, Escape	Met with Edwina, chatted on her Social Media role. She is open to raw credit free, destination video content	Worth assessing opportunity for social content.
David White, Journey To	Met with David to hear about offering, discuss potential partnership opportunities.	Assess opportunity for 25-26 planning

III. TRAVEL TRADE

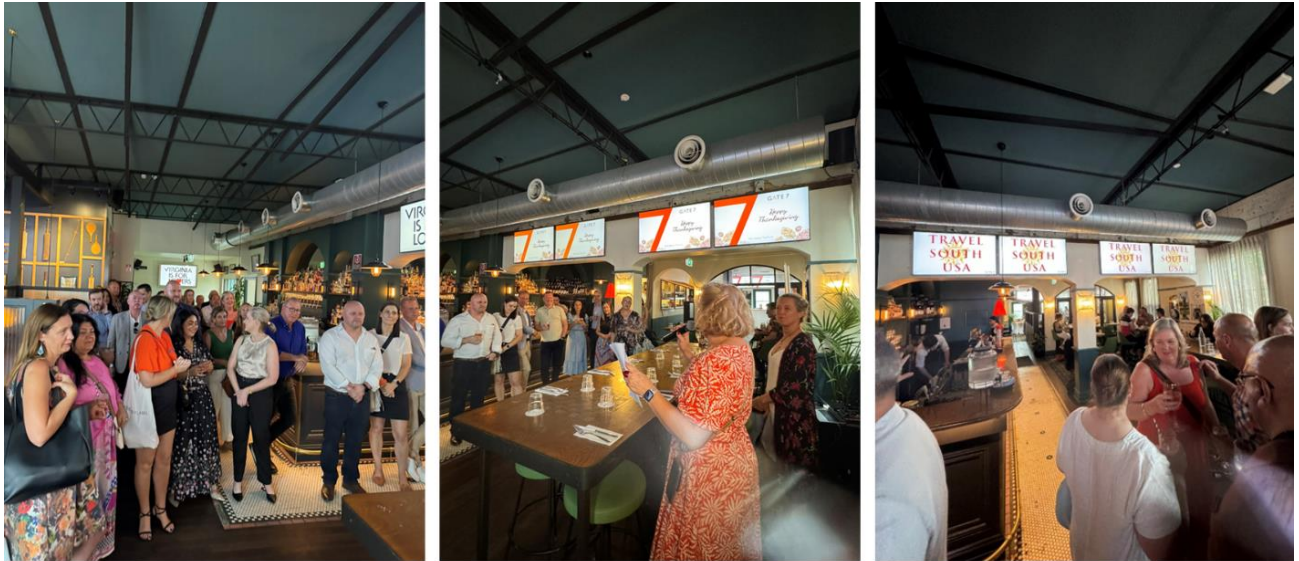
Trade Contacts (phone calls, emails, personal meetings).

Contacts	Interest/Status	Follow-up /Next step
Luxperience	Attendance at luxperience, Flight Centre and The Luxury Collections high end trade show. Buy in is very expensive, so would only recommend for states purely focusing on Luxury.	N/A
Nikki Gladding General Manager The Luxury Collection	Discussion on high end sales and product. Introduction to Tourism Exchange, buy the product will have to go via Infinity Holidays and have the API connection approved from head office	N/A
Chris Watson Owner Chris Watson Travel	Product and touring itinerary discussion for WMWB Itineraries. Training with Canberra, Tamworth and Sydney offices scheduled for January just before campaign launch.	Ongoing
Dee Jaswal Head of Marketing itravel	Meeting to discuss Southern product and push through Infinity Holidays programs. Also provided a list of DMC's for complex agent queries.	N/A
Thanksgiving Event	Gate 7 Thanksgiving Event with 80 airlines, wholesalers, OTA's and agency partners in attendance.	N/A
Visit USA Thanksgiving Breakfast	Attendance at Visit USA Breakfast function where they launched their new website with agent training portal.	N/A
Matt Carol Auckland Travel Show	Info on the new Auckland Travel Show 22-23 rd March. They are partnering with TAANZ for an exclusive travel agent training component on Friday 21 st March, followed by the consumer weekend	Penny to email details.
Andrew Gay Owner Founder Travel USA	Discussion and support on South Carolina's dedicated page.	Ongoing
Andrew Gay Owner Founder Travel USA	Discussion and support on Missouri dedicated page.	Ongoing
Andrew Gay Owner Founder Travel USA	Discussion and support on West Virginia dedicated page.	Ongoing

Travel Weekly Luxury Showcase	Information on Travel Weekly new Luxury Showcase roadshow. Scheduled for March 2025 and visiting Sydney, Melbourne and Brisbane. I don't see this as a recommend activity for TS USA	N/A
Darran Neil General Manager EHG	Discussion on Exclusive Holidays Getaways and their new launch date in Feb 2024. Itinerary information and support for Travel South Road Trips	N/A
Rosemary Metcalf Personal Travel Specialist MTA Travel	Support and training on a southern itinerary including New Orleans, Memphis, Nashville with road trip itineraries to extend and include more TS states	N/A
Sophie Director 303 World Travel	Support and training with itinerary going from Nashville to Little Rock	N/A
Nicole Agent Chris Watson Travel	Training and support with own itinerary to Nashville and New Orleans	N/A
Lauren Educational Adventures ITC Pacific	Training and info on space camp and southern itineraries for Educational Adventures	N/A
Barry Warner General Manager Planet Dwellers	Training and itinerary ideas for the south post World Pride Itineraries for 2025	N/A
Jason Smith Personal Travel Manager Guys Adventures	Training and itinerary ideas for the south post World Pride Itineraries for 2025	N/A
VA – 1 Conference	Attendance at VA – 1 Conference in Virginia	N/A

CAMPAIGNS & ACTIVITY

■ Gate 7 Thanksgiving



■ Visit USA Thanksgiving



■ Luxury Escapes Product

DREAM
NASHVILLE | PRINTERS ALLEY

Dream Nashville

@ Nashville, United States

2 nights from

\$799 | **\$759**

7 person (non-member) group | 7 person with 1 LUXPLUS+

Valued up to \$2,397 **-47%**

Southern USA Sights & Sounds Highlights Tour

LUXUSVESCapes TOURS

Starts and ends in Atlanta

13 days from

\$6,299 | **\$6,236**

7 person (non-member) group | 7 person with 1 LUXPLUS+

Limited Time Offer

■ Delta Airlines Famil – Support with flights and connections to Tennessee





THE MOUNTAIN STATE

'Almost Heaven' – where history, culture, and adventure collide!

West Virginia, located in the Appalachian Mountain region, is renowned for its mountainous terrain and rich natural resources. Formed in 1863 during the Civil War, when the western counties of Virginia separated from the Confederate state to join the Union, its history is reflected in its motto, "Montani semper liberi," meaning "Mountaineers are always free."

The Appalachian Mountains, Allegheny Plateau, and numerous rivers and forests, make it a haven for outdoor lovers. Popular activities include hiking, whitewater rafting, rock climbing, and skiing. The New River Gorge, America's newest national park, is a major attraction known for its stunning views and recreational opportunities.

For those seeking adventure, Seneca Rocks offers some of the region's best rock climbing, with trails providing spectacular vistas. Winter sports enthusiasts flock to Snowshoe Mountain for skiing, snowboarding, snowmobiling and other year-round outdoor activities.

Beyond its outdoor adventures, West Virginia boasts rich history and culture. Charleston, the state capital, offers a vibrant arts scene, museums, and historic landmarks, while Harpers Ferry, known for its Civil War significance, provides a glimpse into the past. For scenic drives, a road trip through the mountains or across the New River Gorge Bridge delivers breathtaking views and takes you through picturesque, undiscovered towns full of charm.

West Virginia – where 'country roads take you home' to the heart of Appalachian beauty.



THINGS TO SEE & DO

Browse through our recommended selection of things to see and do in West Virginia. 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.

GRANDVIEW OVERLOOK

Beaver, West Virginia

A stunning scenic viewpoint located within New River Gorge National Park. Offering breathtaking panoramic views of the New River Gorge, the overlook is one of the most picturesque spots in the park. It features a well-maintained boardwalk and interpretive signs, making it easily accessible for visitors.

Whether you're a photographer, hiker, or simply seeking peace and beauty, Grandview Overlook provides a perfect opportunity to take in the region's natural splendor and diverse wildlife.



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.



COMING SOON

EXPLORE WEST VIRGINIA - COMING SOON

We are busy creating our Explore West Virginia suggested itinerary and will post this as soon as we can. In the meantime, please contact us and we can start the planning process.

[VIEW PACKAGE](#) 

CITIES & REGIONS

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



CHARLESTON

West Virginia's capital sits along the Kanawha River. Known for its historic sites, gold-domed State Capitol, and vibrant arts scene it blends urban amenities with natural beauty, offering a rich cultural experience and access to scenic landscapes ...



NEW RIVER GORGE

New River Gorge National Park features rugged cliffs, deep canyons, and the iconic New River Gorge Bridge. It's renowned for hiking, whitewater rafting, rock climbing, and its stunning scenic views, attracting outdoor enthusiasts year-round ...



HARPERS FERRY

Situated where the Potomac and Shenandoah rivers meet, Harpers Ferry is a historic town known for John Brown's 1859 raid. It offers rich Civil War history, scenic hiking trails, and beautiful views within the national park, perfect for outdoor enthusiasts ...

FESTIVAL & EVENTS

A selection of major festivals and events in West Virginia. Follow the links provided or contact us for more details.



FESTIVAL

APPALACHIAN FESTIVAL

Location: Beckley, West Virginia

Date: August 2025 (dates TBC)

Beckley's week-long celebration of Appalachian heritage featuring the Appalachian Arts & Craft Festival, Restaurant Week, and the Appalachian Treasures Quilt Show. Throughout the festival, enjoy live bluegrass and folk music, square dancing, and explore historical exhibits.

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

[VISIT WEBSITE](#)



STATE FAIR

STATE FAIR OF WEST VIRGINIA

Location: Lewisburg, West Virginia

Date: 07 - 16 August 2025

This century-old state fair takes place in Lewisburg every year and celebrates the state's agricultural heritage, featuring livestock shows, carnival rides, live entertainment, local food and a variety of competitions. Come join this fun, family-friendly event showcasing Virginia's culture.

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

[VISIT WEBSITE](#)



FESTIVAL

MOUNTAIN HERITAGE ARTS & CRAFTS FESTIVAL

Location: Kearneysville, West Virginia

Date: 26 - 28 September 2025

Annual Jefferson County event featuring 180+ artisans and crafts persons demonstrating and displaying their handmade work. Visitors also get to enjoy live bluegrass music, regional foods, local wines and WV craft beers, celebrating the area's Appalachian culture and artistic traditions.

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

[VISIT WEBSITE](#)



THE PALMETTO STATE

Diverse and captivating – history, adventure and coastal gems await!

South Carolina, a hidden gem of the southeastern United States, offers visitors a captivating blend of history, culture, and natural beauty. It's crown jewel, Charleston, enchants with its cobblestone streets, antebellum architecture, and a vibrant culinary scene. Nearby, history buffs will find Fort Sumter, the site where the first shots of the Civil War were fired.

With Charleston as your gateway travel along the Coastal Highway passing through charming beach towns. Head north to Myrtle Beach, famous for its 100 kilometres of sandy shores, amusement parks and lively boardwalk. Whilst south of Charleston lies Hilton Head Island, famous for its world-class golf courses and luxurious resorts.

Beyond its coastal charms, explore the state capital, Columbia, and nearby Congaree National Park, which preserves one of the largest unspoiled expanses of old-growth bottomland hardwood forest. Then head upstate to the Blue Ridge Mountains for stunning landscapes and outdoor adventures. Just a short drive away, Greenville offers a charming downtown with a vibrant arts scene, scenic parks, and outdoor activities

As you travel, discover South Carolina's rich Gullah culture, most prominently preserved in the Lowcountry. This heritage, deeply rooted in the descendants of enslaved Africans, is celebrated in Beaufort, Hilton Head Island, Charleston, and the Sea Islands, where it continues to shape traditions, language, and history.

Whether you're drawn to history, coastal delights, outdoor adventure or culinary delights, South Carolina promises a diverse and unforgettable travel experience



THINGS TO SEE & DO

Browse through our recommended selection of things to see and do in South 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.

HARBOUR TOWN

Hilton Head Island, South Carolina

A picturesque destination known for its iconic red-and-white lighthouse. Visitors can enjoy upscale shopping, dining, and breathtaking views of the marina. The area offers various recreational activities, including boating, golfing at the renowned Harbour Town Golf Links, and exploring the scenic waterfront. With its charming atmosphere and vibrant events, Harbour Town provides a perfect blend of relaxation and entertainment for tourists.



FEATURED PACKAGES

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COMING SOON

EXPLORE SOUTH CAROLINA-COMING SOON

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CITIES & REGIONS

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CHARLESTON

Enchants with its historic charm, cobblestone streets, and antebellum architecture and known for its vibrant arts scene and welcoming Southern hospitality. Visitors can enjoy world-class cuisine, scenic waterfront views, and landmarks like Fort Sumter ...



COLUMBIA

South Carolina's capital combines history and modernity with major attractions like the South Carolina State Museum, Riverbanks Zoo, and the historic Congaree Vista district. This dynamic city boasts vibrant arts, dining, and outdoor activities ...



MYRTLE BEACH

Premier destination featuring 100 km of sandy beaches, a bustling boardwalk, amusement parks, and vibrant nightlife. Family-friendly spot known for its water sports, golf courses, and diverse dining options, making it ideal for a fun-filled vacation ...

[VIEW MORE](#)

FESTIVAL & EVENTS

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



FESTIVAL

CHARLESTON WINE & FOOD FESTIVAL

Location: Charleston, South Carolina
Date: 5 - 9 March 2025

The Charleston Wine & Food Festival is a culinary celebration showcasing the flavors of the South. Held annually in Charleston, it features renowned chefs, winemakers, and mixologists. Attendees enjoy tastings, cooking demonstrations, and unique dining experiences in the city's vibrant historic setting. [Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



FESTIVAL

SPOLETO FESTIVAL

Location: Charleston, South Carolina
Date: 23 May - 08 June 2025

The Spoleto Festival in Charleston, is a renowned 17-day event celebrating the performing arts. It features opera, theater, dance, and music performances from international artists. The festival transforms the city into a vibrant cultural hub each spring, attracting art enthusiasts worldwide. [Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



MUSIC FESTIVAL

CAROLINA COUNTRY MUSIC FESTIVAL

Location: Myrtle Beach, South Carolina
Date: 05 - 08 June 2025

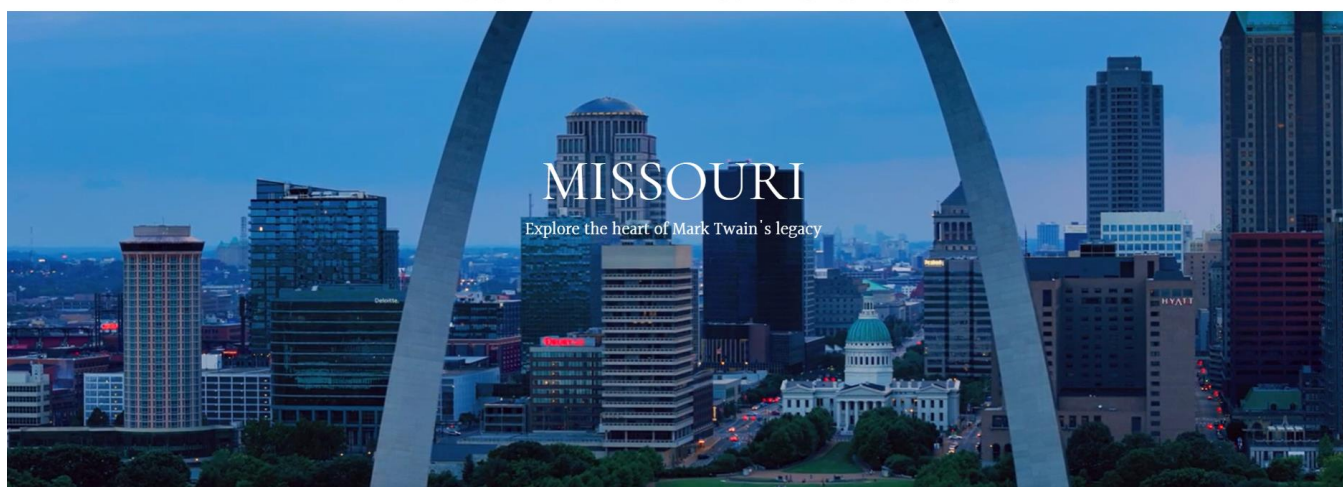
The Carolina Country Music Festival in Myrtle Beach is a four-day coastal celebration of country music, featuring top artists, oceanfront stages, and unforgettable vibes. Enjoy live performances, food, and fun in a vibrant beach setting, making it the ultimate summer destination for music lovers. [Contact Travel USA](#) for more details or click on the link to visit the website.

[VISIT WEBSITE](#)



TRAVEL USA

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MISSOURI

Explore the heart of Mark Twain's legacy

THE SHOW-ME STATE

History, culture, scenic beauty and timeless adventures await!

Welcome to Missouri, a captivating destination where history, culture, and stunning landscapes converge! Bordered by eight states, the state features rolling hills, expansive plains, and vibrant urban centres.

Start your journey in St. Louis, home to the iconic Gateway Arch, a symbol of westward expansion. Explore lively neighbourhoods, renowned museums, and enjoy hiking or biking along the nearby Katy Trail. In Jefferson City, the state capital, marvel at the impressive Missouri State Capitol and delve into the rich legislative history that has shaped the state.

Kansas City awaits with its dynamic jazz scene and mouthwatering barbecue. Experience the acclaimed National WWI Museum and immerse yourself in the city's vibrant arts culture. Springfield, the birthplace of Route 66, invites you to explore the nostalgic charm of this historic highway, and visit local attractions to learn about the region's rich heritage.

For family-friendly fun, head to Branson, bursting with live entertainment and attractions. Whilst outdoor enthusiasts will be enchanted by the Ozarks, offering breathtaking views and a wide range of outdoor activities. Visit the Lake of the Ozarks, hike the trails of state parks like Ha Ha Tonka and Roaring River, and explore the Mark Twain National Forest, honouring the tales of Missouri's legendary author.

With its unique blend of culture, history, and natural beauty, Missouri offers something for everyone—whether you're seeking city adventures or countryside escapes.



THINGS TO SEE & DO

Browse through our recommended selection of things to see and do in Missouri. 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.


TOP OF THE ROCK

Ridgedale (near Branson), Missouri

A premier tourist destination located in the Ozarks offering breathtaking views of Table Rock Lake and the surrounding mountains. Visitors can explore the Lost Canyon Cave on a golf cart tour, visit the Ancient Ozarks Natural History Museum, or enjoy fine dining at Osage Restaurant. Golf enthusiasts can play on the world-class course, while everyone can appreciate the stunning sunsets, outdoor activities, and immersive natural beauty of the area.



■ Visit USA Member Update






OUR MEMBERS > TRAVEL SOUTH

Travel South

Welcome All Y'all. Now's the time to experience that warm, Southern USA welcome. A wide range of authentic Southern attractions are just what you need. Food for the soul. Activities for the mind and body. And music for heart. Come to the South to connect with our communities (people) and experience an array of opportunities in the warm, authentic ways only the South can provide. Welcome back to America's South. Where the sun shines sweetly. Kindness is a given. And hospitality is our hallmark.

[📞](#)
[✕](#)
[📺](#)
[📱](#)
[📷](#)

Trade Office

Office Country
Australia

Office Phone
[\(612\) 935-6294](tel:6129356294)

US States
Alabama, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, West Virginia

US Regions
Southeast

PRIMARY CONTACT


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Travel South Welcome Y'all

Music

Watch on YouTube



Training Toolkit

All the best resources broken down into each state for everything you can need and more.

VISIT WEBSITE

Newsletters

TRADE Newsletter – Girls Getaways November

Recipients: 4012 Open Rate: 944 (23.53%)



Get ready for the ultimate girls' trip as we explore the best Southern getaways! From vibrant cities buzzing with live music and local cuisine to peaceful retreats surrounded by nature, the South offers something for every group of friends. Whether you're seeking adventure, relaxation, or unforgettable memories, these destinations are perfect for your next escape with the girls.

Dive into the charm and excitement that await!

Girls' Trips: Southern Edition



MISSOURI

A Brand New Oasis

The Lake of the Ozarks is set to open Oasis at Lakeport, a new resort perfect for a lively girls' trip. This lakefront entertainment district will feature a Marriott hotel, amusement rides, restaurants, an amphitheatre, and a marina. Explore the area's natural beauty by boat or hiking in nearby state parks for the perfect mix of fun and adventure.

Lakeside Entertainment



NORTH CAROLINA

Unique Adventures

A girls' getaway to Charlotte, promises a perfect mix of relaxation, elegance, culture, and fun. Start your weekend at V Luxe Signature Spa, where guests can enjoy custom facials, massages, and body treatments in a serene setting. For a unique and unforgettable experience, book a luxury picnic with gourmet bites and picturesque settings—ideal for catching up with friends in style.

Wellness and Luxury



TENNESSEE

Rhythm and Groove

There's nothing quite like a fun holiday with your best girlfriends and Memphis fits the bill. The city is easy to get to from most major airports with tons of great food, drinks, shopping and adventures to be had within walking distance of downtown.

It is a guaranteed good time in the Home of Blues, Soul and Rock 'n' Roll.

Memphis Magic



RHYTHMS OF THE SOUTH

Atlanta, Nashville, New Orleans

Start in Nashville, exploring the Country Music Hall of Fame and Ryman Auditorium. Enjoy live music at Broadway's honky-tonks, and sip rooftop cocktails with city views. Next, head to Atlanta for shopping at Buckhead's boutiques and Phipps Plaza. Finally, immerse yourself in New Orleans' culture with a cooking class at the New Orleans School of Cooking, mastering gumbo and jambalaya.

Girls Trip Necessities



KENTUCKY

Wine Trails

Enjoy a girls' trip on the Western Kentucky Wine Trail, where rolling hills, charming vineyards, and delicious wines await. With nine wineries spread across six counties, there is no shortage of gorgeous scenery and amazing vino. In addition to tastings, enhance your wine trail experience by exploring other fun events, attractions, and local bites in the area.

Sip and Savour



ALABAMA

Alabama Excitement

Explore the vibrant arts scene in Birmingham, visit the Birmingham Museum of Art and enjoy a night out at one of the many award-winning trendy restaurants. For a taste of adventure, head to the Little River Canyon National Preserve for hiking, kayaking, or soaking in the stunning views. Indulging in a wine tasting tour in the North Alabama wine country or enjoy a beach day at Gulf Shores.

Unforgettable Memories



MISSISSIPPI

Natchez Bliss

Discover the charm of Natchez, where history and Southern hospitality await! Tour stunning historic homes like Longwood, the largest octagonal house in the U.S., or stay at the elegant Dunleith Historic Inn. Stroll along the Mississippi River, cruise on a riverboat, or bike the scenic Natchez Trace Parkway. Shop quaint boutiques, relax in riverside cafes, and savour classic Southern treats!

Southern Charm



SOUTH CAROLINA

Beautiful Blends

Beaufort blends history, relaxation, and adventure. Explore historic downtown with its architecture, boutiques, and waterfront views. Take a horse-drawn carriage ride or boat tour, and visit the Penn Center to learn about Gullah culture. Relax at nearby beaches, shop for unique finds, and savour Southern cuisine. Check out local events, and enjoy a spa day to unwind.

Southern Serenity



WEST VIRGINIA

Quaint Treasures

Lewisburg, one of America's coolest small towns, offers the perfect girls' getaway. Stroll downtown to explore art galleries, cosy bookstores, and unique boutiques. Tour Hawk Knob Hard Cider for a taste of Appalachian cider, then unwind at the Pomona Salt Cave with halotherapy or yoga. End your day at the Historic General Lewis Inn, a charming spot since 1929.

Charming Escape



LOUISIANA

Covington Fun

Historic downtown Covington is ideal for a leisurely stroll, with its charming galleries, unique shops, and outstanding restaurants. In this district, you'll also find Louisiana's only English Tea Room, perfect for a classic tea experience with friends. Outdoor enthusiasts and book lovers alike will enjoy Fontainebleau State Park, a popular spot featured in 'Where the Crawdads Sing'.

Movies and Bites

FIND OUT MORE

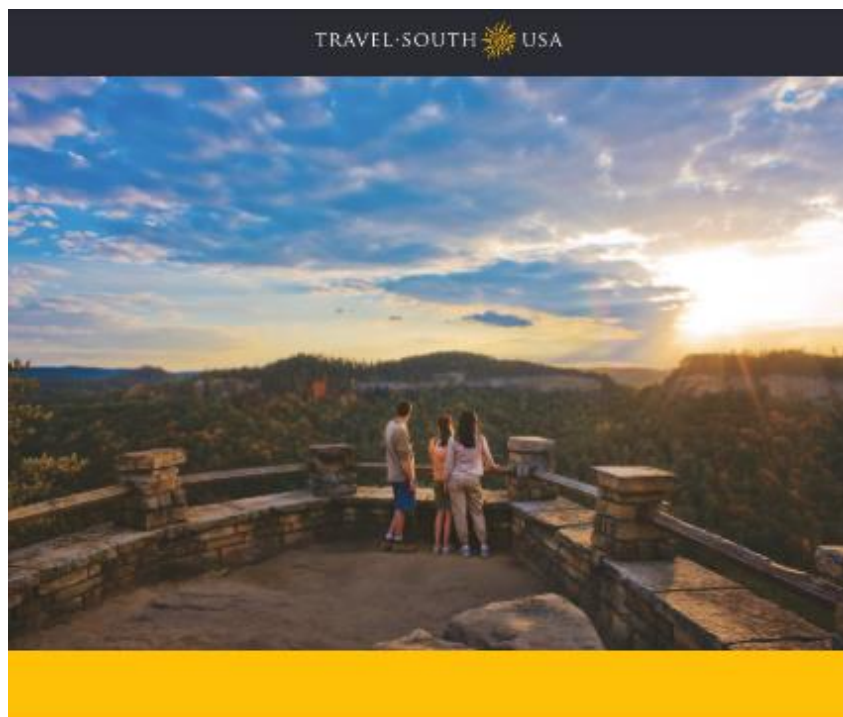


CONTACT INFO

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PR Newsletter – Group Getaways November

Recipients: 367 Open Rate: 204 (55.59%)



The Southern USA invites you to experience vibrant cities, peaceful retreats, and thrilling adventures. From music-filled streets to serene landscapes, there's something for every traveller. Whether you're seeking rich history, outdoor exploration, or unforgettable culinary experiences, the South is calling.

Group Trips: Southern Edition



MISSOURI

Entertainment by the Lake

Discover the Oasis at Lakeport, a stunning new lakefront entertainment district at the Lake of the Ozarks. Featuring a Marriott hotel, amusement rides, restaurants, an amphitheater, and a marina, this destination offers the perfect mix of fun and relaxation. Take a boat ride or explore nearby state parks for unforgettable adventures.

Lakeside Entertainment



NORTH CAROLINA

Culture and Comfort

In Charlotte, enjoy a blend of culture and relaxation. Start your journey with custom treatments at V Luxe Signature Spa and indulge in local gourmet picnics in picturesque settings. From museums to outdoor adventures, Charlotte offers a well-rounded escape for every traveller.

Wellness and Luxury



TENNESSEE

Music and Memories

Experience Memphis, the Home of Blues, Soul, and Rock 'n' Roll. Stroll downtown for music history, vibrant eateries, and unique shopping. Whether it's visiting Graceland or catching live music, Memphis promises a trip to remember.

Memphis Magic



RHYTHMS OF THE SOUTH

Atlanta, Nashville, New Orleans

Discover the heartbeat of the South with stops in Nashville, Atlanta, and New Orleans. From Nashville's legendary music venues to Atlanta's high-end boutiques and New Orleans' world-famous cuisine and culture, this trio of cities offers a diverse blend of experiences.

Three-City Adventure



KENTUCKY

Trails and Tastings

Explore the Western Kentucky Wine Trail, featuring nine wineries spread across rolling hills and charming landscapes. Enhance your journey with local attractions, dining, and scenic vistas.

Sip and Savour



ALABAMA

Arts and Adventure

Immerse yourself in Birmingham's vibrant arts scene, from museums to theaters. For a taste of nature, visit Little River Canyon National Preserve or unwind on the Gulf Shores' pristine beaches.

Unforgettable Memories



MISSISSIPPI

Natchez Bliss

Discover Natchez, where history meets hospitality. Tour historic homes like Longwood or stroll the scenic Natchez Trace Parkway. This destination offers a rich blend of culture, nature, and charm.

Southern Charm



SOUTH CAROLINA

A Blend of Experiences

Beaufort invites you to explore its historic downtown, learn about Gullah culture, and relax at nearby beaches. With its unique blend of history, outdoor fun, and Southern cuisine, Beaufort is a standout destination.

Southern Serenity



WEST VIRGINIA

Hidden Gems

Visit Lewisburg, one of America's coolest small towns. From cozy bookstores and art galleries to the unique Pomona Salt Cave, Lewisburg offers an enchanting experience. End your day at the Historic General Lewis Inn, steeped in charm since 1929.

Charming Escape



LOUISIANA

Charm and Cuisine

In Covington, enjoy historic downtown strolls, unique shops, and local dining. Outdoor enthusiasts will love Fontainebleau State Park, and foodies can indulge in the area's famous culinary delights.

Covington Fun

FIND OUT MORE



CONTACT INFO

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

Market Update

Economic & Market Update

The following Economic announcements were made in November

- The Reserve Bank of Australia (RBA) has kept the cash rate at 4.35%, where it has remained for the past year. The RBA's target range for inflation is 2-3%. Recent data shows the annual rate of inflation at 2.8%. The central bank noted inflation (rising prices) had "fallen substantially" since a 2022 peak but warned the economic outlook "remains highly uncertain." The RBA said it doesn't see inflation "sustainably returning to target" until mid-2026. [Source.](#)
- 3.5% How much wages grew in the year to September, according to the Australian Bureau of Statistics. [Source.](#)
- 4.1% The unemployment rate in October 2024, according to the Australian Bureau of Statistics. It's remained at the same level since August. [Source.](#)
- Inflation has stayed at its lowest level in three years. Prices rose by 2.1% in the year to October 2024, according to new figures from the Australian Bureau of Statistics (ABS). The annual inflation figure is the same as the last month, which was the lowest inflation rate since July 2021. However, the annual trimmed mean (which is the rate of inflation once you remove extremes on either side) increased from 3.2% to 3.5%. Inflation is a key factor used by the Reserve Bank of Australia (RBA) to decide the cash rate. The cash rate has been at 4.35% since November last year, which is its highest level in about a decade. The RBA aims for the annual trimmed mean (mentioned above) to be between 2-3%.
- Australians' use of cash has dropped to historically low levels, but new laws are set to force most retailers to continue accepting it. Worth noting that Australian travellers are increasingly becoming a tap to pay society. [Source.](#)
- Despite the housing crisis, cash property purchases increased by more than 20 per cent last financial year thanks to cashed-up downsizers. Example of this old Gen x and Boomer generation freeing up funds for travel. [Source.](#)
- New data from the Commonwealth Bank (biggest bank of Australia) has found that 18 to 29-year-olds are spending less on essentials, "in response to cost-of-living pressures". Essentials spending by young Australians (18 to 29) fell 2.3% in the year to 30 September. This is compared to an overall decrease of 1.7% for essentials. People aged 18 to 29 spent 5% less on travel for the 12 months to September 30. In the same period, Australians aged 70 and overspent 12% more on travel. [Source.](#)
- In terms of visitation from New Zealand to the USA, in October there were 21,548 visitors, down 3% on last year.
- The latest arrival figures released report 88,689 Australian visitors to the USA in October, down 3% on 2023, and reaching 79% of 2019 levels. YTD visitation is up 7.8% YOY. Australia was the 11th largest long-haul market into the USA for the month of October and YTD is sitting at number 10th (Source i94 arrivals).
- In terms of visitation from New Zealand to the USA, in October there were 21,548 visitors, down 3% on last year.
- 4,041 Australians listed a Travel South state as their first intended address in September, equaling 5% of total USA visitation, and up 9% on last year. (Source i94 arrivals – first intended address)

Tour Operators & Travel Agencies

- Flight Centre Travel Group's (FCTG) independent network, Envoyage, has selected Infinity Holidays as its preferred wholesaler, enhancing options for its members. Flight Centre targets record profit despite airfare deflation and "patchy" start to FY25. [Source](#)
- Travel and lifestyle TV series Helloworld returns in 2024. [Source](#)
- The Australian Travel Agents Co-operative (ATAC) has appointed Air Tickets as its exclusive air consolidator, a move set to take effect on 1 January 2025. [Source](#)
- TTV result up but margins down for Web Travel Group [Source](#)
- Webjet OTA reports its first standalone results. Bookings, TTV and revenue all down but profit up slightly. [Source](#)
- Australia's competition travel industry mid- and back office game has a new player, with the launch of Canadian travel tech brand Travelworks – a key North US player. [Source](#)
- The Federal Government has launched a new data dashboard measuring the progress of the tourism industry across economic, environmental, social and institutional indicators [Source](#)
- New recruits in the United States will strengthen Intrepid's partnerships and expand its reach in North America as the operator continues a major push in the major travel market [Source](#)
- Qantas has announced a transformative new model for travel agents to access its fares, set to roll out mid-next year. [Source](#)
- FCTG's Stage and Screen reports 41% boom in business travel among Aussie retailers [Source](#)
- NEW Zealand-based online hotel booking engine ResBook has been acquired by Australian tour management software company Rex Pax for an undisclosed sum. [Source](#)

Traveler Insights

- Almost one-third (31%) of Australians save for up to a year and 19 per cent spend longer than a year to fund their dream holiday. [Source](#)
- Highflyers: 72% of APAC travelers plan to spend more or the same on flights in 2025. [Source](#)
- The playing field is not yet equal for men and women in the business travel sector, with a new Global Business Travel Association study showing that gender disparities remain at the top of the chain. [Source](#)
- The post-COVID visiting friends and relatives (VFR) boom continues with almost half of Australian families (47%) relishing the opportunity of intergenerational travel to reconnect with loved ones they rarely see. [Source](#)
- The northern summer season has ended on a high note, as the latest International Air Transport Association data shows that 2024's peak travel season ended with demand at an all time high. [Source](#)
- Remote mountains, untouched ecosystems, and the opportunity to connect with local traditions, are being touted as the big trends for active adventure travel in 2025. [Source](#)

- How people holiday is changing, shows new study with technology expected to see the travel and tourism sector look quite different in just five years' time. [Source](#)
- Donald Trump's return to the White House will likely impact on US travel policy, including visas, travel bans for those from certain countries, winding back green subsidies such as sustainable aviation fuel, but also easing pressure around deal-making for airlines. [Source](#)
- International visitors are increasingly seeking greater flexibility and value from tourism businesses to win their bookings, a new report on tourism distribution has outlined. [Source](#)
- Navigating 2025: What's next for travel agents? Source [Navigating 2025: What's next for travel agents?](#)
- Travel industry needs to target Gen X as the boom in baby boomers fades <https://travelweekly.com.au/article/travel-industry-needs-to-target-gen-x-as-the-boom-in-baby-boomers-fades/>
- Tourism & Transport Forum survey finds 75% Aussies to travel this summer despite cost of living [Tourism & Transport Forum survey finds 75% Aussies to travel this summer despite cost of living - Travel Weekly](#)

Air Lift

- Hawaiian Airlines has return fares ex Auckland to Los Angeles, Ontario, Long Beach, San Francisco, Oakland and San Jose from \$1146 on sale to 07 Nov. [Source](#)
- Fiji Airways has, for the third consecutive year, been named as a Five Star Major Airline at the APEX Official Airline Ratings 2025. [Source](#)
- American will soon restart nonstop seasonal services between Auckland, New Zealand (AKL) and Dallas-Fort Worth, Texas (DFW) from October 29, 2024 to March 27, 2025; and Los Angeles, California (LAX) from December 7, 2024 to March 4, 2025. [Source](#)
- Qantas to launch new distribution model for agents amid growing NDC adoption. Agents to gain access to more fares and dynamic commission offers when new model launches to the market. [Source](#)
- While Donald Trump's presidential election success has divided many, some of those in the US aviation sector appear to be welcoming his return to the White House. [Source](#)
- New regulations in the US now require airlines to automatically refund passengers for significant delays or cancellations with local travel experts saying Australia should adopt similar policies. [Source](#)
- Virgin Australia's Big Play: Qatar partnership, long-haul return, and IPO path. [Source](#)
- Spirit Airlines, the largest low-cost carrier in the United States, has filed for bankruptcy. [Source](#)

Actions

- **International Showcase Partner Reports**
 - GPP State Report and distribution analysis for IS
- **International Showcase Attendance**
 - Attendance with 7 Australian and New Zealand Tour Operators and Karryon as our media partner
- **Post IS Fam – North Carolina**
- **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.