

AUNZ REPORT

SEPTEMBER 2024



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ABOUT TSUSA

Global Partner Programming

The latest arrival figures released report 85,038 Australian visitors to the USA in August, up 2% on 2023, and reaching 72% of 2019 levels. Australia was the 11th largest long-haul market into the USA for the month of July and YTD is sitting at number 11 (Source i94 arrivals).

In terms of visitation from New Zealand to the USA, in August there were 25,581 visitors, down 2% on August last year.

3,252 Australians listed a Travel South state as their first intended address in August, equaling 4% of total USA visitation, and up 8% on last year (Source i94 arrivals – first intended address).

The Australian dollar climbed in September, off the back of the interest rate cuts in the US, the AUD hit a record high for the year of US 69c.

Excitement is ramping up for the Australian National Travel Industry Awards (NTIA) with the awards with Travel South as one of the 5 Finalist on Saturday 26th October/

- Nearly a quarter of Aussies (6.09 million) tuned in to watch the Brisbane Lions play the Sydney Swans in the AFL Grand Final. The decider posted an average total TV audience of 4.02 million, making it the most watched TV program in 2024 and the most streamed AFL encounter in history, according to Channel Seven.
- Nine Entertainment's chief executive, Mike Sneesby, will step down within weeks after a tumultuous year for the company, during which allegations of predatory behaviour and bullying in newsrooms were aired.
- Google and Meta account for 70% of digital advertising and should pay a levy to fund traditional media, according to a new report on media concentration led by researchers from several Australian universities. The communications, media and internet concentration in Australia report, which tracked the country between 2019 and 2022, found it has the second-highest media concentration in the world. Its newspaper sector alone is dominated by four companies that control 84% of the market. [Source](#)
- Fourteen publishers participated in the Independents Day Upfronts, hosted by the Digital Publishers Alliance (DPA). This event allows leading Australian independent digital publishers to showcase their offerings to potential industry partners, whilst the alliance shared insights from the [DPA's Independents Say](#) report, which is the first industry-wide research by Australia's top independent digital publishers. Key findings from the report include:
 - Only 38% of respondents trust major publications like the Sydney Morning Herald, while trust in Facebook and TikTok is even lower, at just 5%. In contrast, 76% of respondents find independent digital publishers trustworthy.
 - Australians prefer the tone and style of independent digital publishers over traditional news outlets.

- Interestingly, the report stated that Australians feel the same sense of support for independent, locally-owned media as they do for local grocers and small businesses. They want their digital publishers to be independently owned and Australian.

I. EXECUTIVE SUMMARY

- Preparation for Travel Agent Day Australia (TADA)
- Urbanaut Atlanta Bright IPA promotional campaign in NZ
- Australian Travel Industry Association (ATIA) Beyond Borders sponsorship
- Pitching media attendance Global Week 2025.
- Registration for IMM 2025.
- Press office pitching.
- Where Music Was Born campaign next steps.

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					60
	Number of Agents Trained	133	87	4					224
	Media Meetings	12	5	14					31
	Total number of articles published	12	26	14					52
	Impressions	14,804,911	5,535,000	3,923,219					24,263,130

II. COMMUNICATIONS & PR

- Pitching media attendance Global Week 2025.
- Registration for IMM 2025.
- Press office pitching.
- Where Music Was Born campaign next steps.
- Earned media [Coverage Book](#)
- GMM23 media [Coverage Book](#)

COVERAGE:



Flavour-packed American cities worth crossing the ocean for

Story by Laura Ellis • 2w



54. Mississippi: Oxford

©CityGrocery/Facebook

Mississippi's Oxford is small but mighty, especially when it comes to food. Some great foodie destinations are concentrated around The Square, including City Grocery (pictured), whose signature dishes include shrimp and grits, fried catfish court-bouillon (a kind of stew), and roast chicken with collard greens and mac 'n' cheese. Just off The Square, you'll find crowd favourite Saint Leo, a modern Italian spot serving tempting dishes such as pizza topped with burrata and soppressata (a type of dry salami), and linguine with clams.

58. Missouri: Kansas City

©joeskcbbq/Facebook

Kansas City barbecue is legendary – if you're planning on visiting, you *have* to try it. This city's irresistible barbecue style sees low and slow-cooked meat doused in an oozing molasses-based sauce. One of the best places to try it is Joe's Kansas City Barbecue (pictured), a joint that's known for its ribs and burnt end dinners (as availability allows). If you're not in the mood for barbecue, make a pit stop at Novel, a chic small plates restaurant in the East Crossroads Arts District that specialises in sophisticated pasta dishes.





45. Tennessee: Memphis

©chingshotwings/Instagram

It may be most famous (outside of the US, at least) for its association with Elvis and Graceland, but Memphis also has a fantastic food scene. Sometimes called the 'Wing Capital of the World', it's home to honey-gold sauce (a sweet and spicy wing sauce) – if you want to try it, head for Ching's Hot Wings (pictured), which helped make the sauce popular. Outside of chicken wings, barbecue and soul food also characterise the city's cuisine. For barbecue, head straight to Central BBQ, which serves slow-smoked meat that's richly flavoured with dry rub spices and a 24-hour marinade.

47. West Virginia: Charleston

©bricksbarrels/Facebook

The food scene in West Virginia's capital is sorely underrated. Make your way to Charleston and you'll come across everything from brilliant quick-service Asian joints to spots dishing up New American menus in hip surroundings. Bricks & Barrels (pictured) would fall into the latter category; here, well-executed steak dishes, seafood and burgers are plated up in a chic setting, alongside a solid menu of West Virginia craft beers. Pies & Pints (specialising in mammoth pizza pies and more craft beer) is a great casual dinner spot, too.





38. Tennessee: Nashville

©motocucinanashville/Facebook

Music City has a food scene that really sings. No trip here would be complete without a taste of Nashville's famous hot chicken; this zingy dish is ubiquitous in the city, but many swear by Prince's, the veteran joint that invented the concept. There's a lot more to Nashville food than fiery poultry dishes, though. Try imaginative spots such as Moto (pictured), an Italian restaurant whose menu features the likes of lobster strozzapreti pasta and bucatini (hollow spaghetti) carbonara. Later, head to the down-to-earth Mas Tacos Por Favor in East Nashville for the best Mexican food in the city.

36. Alabama: Birmingham

©chezfonfon/Facebook

Outside of its barbecue (which is not to be missed), Alabama's food scene is often overlooked. However, the city of Birmingham is such a mecca for foodies that it's earned itself the nickname 'Dinner Table of the South.' Here, soul food, barbecue and contemporary European dining come together to make for a truly mouth-watering travel destination. Top restaurants include

Johnny's, which serves both American classics and Greek specialties (think meat and vegetable lunch plates, and keftedes meatballs), Chez FonFon (pictured), a classic French bistro, and SAW's BBQ, which serves up the city's finest meats.





28. North Carolina: Charlotte

©restaurant_constance/Instagram

Charlotte is really coming into its own as far as food is concerned. Local produce takes centre stage at spots like Restaurant Constance (pictured), which transforms meats and vegetables sourced from nearby farms into the likes of pork belly dumplings and barbecue aubergine. For something

really different, book a table at innovative Counter-, which delivers more than just a meal, telling stories through food and sensory experiences. Or, for a simpler affair, take a seat at 'modern juke joint' Leah & Louise for a helping of oxtail and grits.

26. South Carolina: Greenville

©Theanchoragevl/Facebook

Offering more than just traditional Southern fare, the former mill town of Greenville has many culturally diverse eateries. At The Anchorage (pictured) there's always something new to try; the menu is refreshed every 10 days, but recent dishes have included squid ink gnocchetti Sardi (chewy pasta in a buttery tomato sauce) and North Carolina trout. The Commons Food Hall is perfect for groups with differing tastes – options include everything from Indian street food (at Indigo Kitchen) to craft barbecue (at MooHog). Meanwhile, modern American restaurant CAMP takes inspiration from around the world with a lineup featuring goats' cheese gnudi dumplings, octopus carpaccio and pork arepas (filled cornmeal cakes).





25. North Carolina: Asheville

©RhubarbAsheville/Facebook

North Carolina's Asheville is rightly celebrated for its stellar craft beer scene. Top spots include Highland Brewing Company and Hi-Wire Brewing – and all those brews pair exceedingly well with the creative dishes served up at the city's many fantastic restaurants. Don't miss Rhubarb (pictured), a special-occasion spot that focuses on modern Appalachian cuisine (think cornbread with bourbon-bacon jam, and North Carolina oysters with country ham). Other highlights include the Indian street food at Chai Pani and the locally sourced Italian plates at Cucina 24.

14. Kentucky: Louisville

©DocCrows/Facebook

From the Kentucky hot brown (a belly-busting turkey and bacon sandwich oozing with Mornay sauce) to golden fried chicken, the Bluegrass State has plenty of signature dishes – and you can try them all in Louisville. Head to the much-loved Doc Crow's (pictured) for Southern staples such as hush puppies and fried green tomatoes (not to mention a giant bourbon list), or try 610 Magnolia for a tasting menu featuring dishes like seared scallops with miso Hollandaise, and squash and goats' cheese agnolotti pasta.





1. Louisiana: New Orleans

©lapetitegrocery/Facebook

Many would argue that New Orleans is the finest food city in America, with restaurants running the gamut from swish fine-dining spots to down-to-earth joints doling out rib-sticking po' boys. Don't leave the city without trying its warming gumbo, spicy jambalaya and chargrilled oysters (and be sure to tuck into a heap of beignets at Café du Monde). Other amazing experiences include tasting bananas Foster at Brennan's (where the delectable dessert was invented) and dining on fine Southern food at La Petite Grocery (pictured) – think Gulf shrimp and grits with shiitake mushrooms, and alligator Bolognese with tagliatelle.



7. South Carolina: Charleston

©HuskRestaurant/Facebook

If you're craving classic Southern cuisine with an upscale twist, the charming city of Charleston is the place to go. Here you'll find plenty of restaurants laying on heaving plates of fried chicken and classic Lowcountry sides, often with contemporary upgrades. Husk (pictured) is the perfect example, and its reputation precedes it; try the crab with Carolina gold rice and crawfish étouffée, or the devilled eggs with smoked trout roe. You could also book a table at the elegant Palmetto Cafe for crab cakes, fried oysters and grilled shrimp.



2024's hottest train routes that promise epic scenery

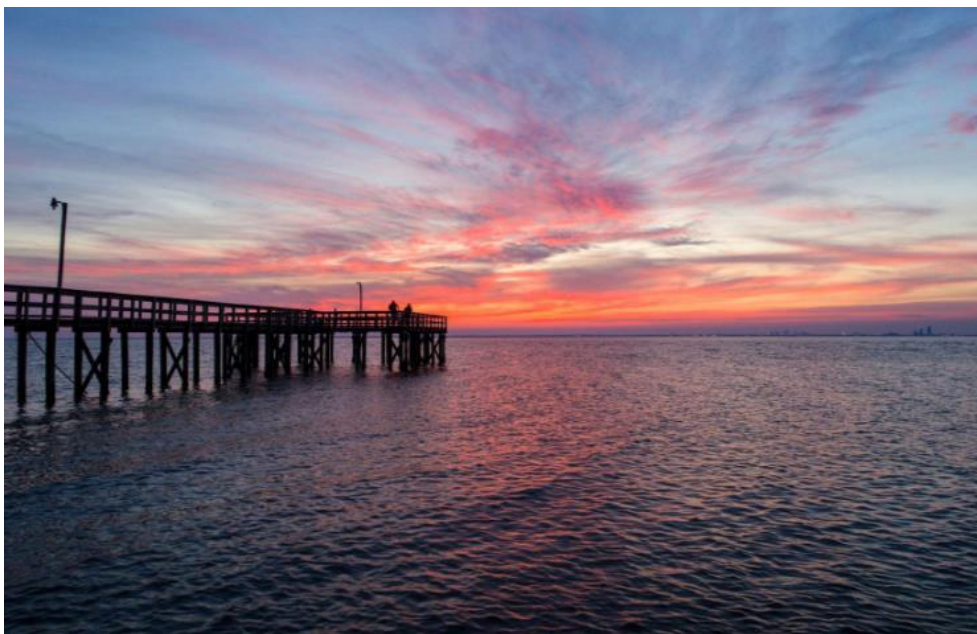
Story by Hannah Foster-Roe • 1w

Amtrak from Mobile to New Orleans and wider network upgrade, USA

©George Dodd III/Shutterstock

Expected to start welcoming passengers later this year, a new Amtrak route between Mobile in Alabama and New Orleans in Louisiana will soon cruise along southern America's gorgeous Gulf Coast (pictured).

The train will also stop at four stations in Mississippi: Bay St Louis, Gulfport, Biloxi and Pascagoula. It will mark the return of passenger train services to the Gulf Coast for the first time since 2005. While an exact date for the launch is yet to be confirmed, familiarisation trips on the tracks began in 2023.





The ten hidden gem towns where the cost of living has gone DOWN

Story by Lauren Acton-Taylor For Dailymail.Com • 1w • ⌚ 7 min read

The Missouri town of Branson in the heart of the Ozark Mountains holds plenty of opportunities to stay busy with its year-round entertainment including more than 50 theaters and venues,

The town is nicknamed 'the entertainment capital of the Ozarks' and offers live music, drama, magic or comedy and has 'a show every night of the week'.

Branson, Missouri





└ Nicknamed 'the entertainment capital of the Ozarks', the town offers live music, drama, magic or comedy and has 'a show every night of the week'.

The town has a median price list of \$274,950 and its cost of living lies 15 percent below national average, meaning Branson can offer the hustle of a big city without the cost.

The population of 57,490 also enjoys low unemployment and crime rates, as well as an influx of tourists.

Their College of the Ozarks also offers great opportunities with more than 30 academic programs in a Bachelor of Arts or Science, as well as free education if students are willing to work alongside their courses.

If it isn't the arts that can keep you entertained, the many lakes offer opportunities for a range of outdoor activities for fishing, boating and swimming, as well as cave exploring or hiking at Table Rock State Park.

The family-friendly town also has entertainment for children, theme and water parks, golf courses, and their Hollywood wax museum and Titanic Museum attractions.

The Canberra Times

The space race built this city

Artists and engineers can co-exist - it's not rocket science, writes *Carrie Hutchinson*.

ROUNDING the corner, it's hard not to gasp. The centrepiece of this giant room is a rocket. Not just any old rocket either; it's the Saturn Five, launched into space by the Marshall Space Flight Centre in the 1960s. Only this one never took off.

"When the Saturn Fives fly, we don't get them back," says guide Joey Fann. "They're not reusable, like some of the SpaceX vehicles."

It's just one of the big attractions at the US Rocket and Space Centre in Huntsville, Alabama. Outside is the Pathfinder space shuttle; inside you can find out about current advancements in interstellar travel. There are also hundreds of school kids here participating in Space Camp. In this hall, however, the focus is on the Apollo program. And Joey isn't just any guide.

is a moon rock collected by Apollo 12.

"Sometimes I come here and just sit and stare and imagine what it would be like to be leaving Earth's orbit - going through the hatch to the lunar module, landing on the moon and coming back," he tells us then snaps back into informational mode and indicates Casper. "This is the only part with heat shields. You can see the honeycomb structure. Each cell was hand-injected with a composite material designed to react with the atmosphere coming back in. It would burn away taking the heat with it to keep the astronauts safe inside."

As tempting as it is to listen to Joey's stories of exploratory feats for hours, there's more to Rocket City than spacecraft.

TRIP NOTES

Getting there: Qantas flies from Sydney to Dallas connecting with partner American Airlines to Huntsville. Connections are available from Canberra and other cities.

Staying there: The Embassy Suites Huntsville Hotel in the city's downtown region offers spacious, updated suites, an indoor pool and fitness centre, and onsite restaurant and cafe. Rooms start at about \$285. See hilton.com

Explore more: huntsville.org

As long as you all
strum in time it'll
sound like music.

Space man

"One of my first memories is watching the Apollo astronauts on the moon," he says. "That really spurred an interest of mine. I grew up not too far from here in Middle Tennessee and can remember coming here when I was just a little kid and being fascinated by all the artefacts."

That fascination eventually led to Joey working on the International Space Station Program right here in Huntsville. He's now moved into software engineering but keeps his fingers in the moon pie by volunteering.

He tells us how the space program ended up in Alabama, about the race to put a man on the moon before the Russians, and of the incredible engineering it took to make that happen. One of the smaller exhibits in this hall is the Apollo 16 Command Service Module Casper. In front of it, in a glass case,



Clockwise from main: US Rocket and Space Centre; the Stovehouse; cigar box guitars in Lowe Mill; Space Centre guide Joey Fann.

The Sunday Times

The eastern seaboard's delights to see

STEPHEN SCOURFIELD lets the Americans say it their way for the best of Highway 95

STOP 5. NASHVILLE, NORTH CAROLINA

Nashville is a small, yet lively town in Nash County, North Carolina that is worth the stop for its ideal outdoor activities and unwinding post the bigger city stops. It's known for its quaint Victorian and Queen Anne-style homes, and small-town atmosphere. It is perfect for a quieter few days enjoying a totally different location.

Experience A hidden gem for golf enthusiasts is Nashville's Benvenue Country Club that's known for some challenging courses, tree-lined fairways, scenic views, and impeccable conditions. If you're a lover of local breweries, the nearby Koi Pond Brewing Company in Rocky Mount offers high-quality craft beer using local ingredients.

A HIGHWAY 95 ROAD TRIP - BEST STOPS ALONG THE WAY

Fly to New York City and begin a "Highway 95 adventure". Stop at some of the east coast's most iconic spots, as well as a few off the beaten track. We've found the best places to stop along the way . . .

STOP 6. FAYETTEVILLE, NORTH CAROLINA

This is a perfect pitstop along bustling Highway 95 for a breather to explore the local hidden gems. Fayetteville is a city with a rich historical and cultural tapestry, named after French nobleman Marquis de Lafayette. He fought with the American colonists against the British in the American Revolution.

Experience Cape Fear Botanical Garden is worth exploring for its incredible natural beauty spread over 32ha around Cape Fear River and Cross Creek. Stroll through peaceful spots and immerse yourself in any local cultural events that are ongoing during your visit. For an exhilarating outdoor adventure, visit ZipQuest Waterfall and TreeTop Adventure, which is a thrill-seeker's paradise featuring eight zip-lines, three suspension bridges and more over a grand waterfall.

STOP 7. CHARLESTON, SOUTH CAROLINA

You'll find non-stop jazz, musical roots and city-to-beach culture. With a range of activities from watersports to historic tours, nightlife to plantations, Charleston offers something for everyone.

Experience Looking to enjoy some time on the water? Why not try paddleboarding, kayaking and boating on the many waterways that surround the city. Fishing charters are also available for those who want to try their luck at catching some local seafood. There are three beaches, each with a unique vibe. Rather relax and unwind? Stroll through the city's beautiful parks and gardens, such as Waterfront Park and the Charleston City Market. After adventure? Head to Charleston Adventure Forest and get the adrenaline pumping.



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 interest.
Stephen Scourfield, The West Australian	Pitched for Global Week 2025.	Follow-up
Kelli Armstrong, Escape	Pitched for Global Week 2025.	Follow-up
Shireen Khalil, News.com.au	Met to discuss latest updates from the publication and share an overview of the latest news from Travel South, including key pillars and upcoming milestones.	No next step. Given nature of the headlines, must be the right op.
Vanessa Brown, News.com.au	Met to discuss latest updates from the publication and share an overview of the latest news from Travel South, including key pillars and upcoming milestones.	No next step. Given nature of the headlines, must be the right op.
Josh Bozin Editor, Esquire	Met with Josh Bozin, Lifestyle Editor at Esquire Australia. Esquire is a men's lifestyle magazine that relaunched in July 2023. Discussed pitching and future famil opportunities working with Esquire.	Secondary famil target, peniding response on five primaries.
Justin Meneguzzi Freelance, Traveller, National Geographic	Met with Justin Meneguzzi, Freelance for National Geographic, and Traveller. Justin is interested in adventure, outdoors and sustainable story angles. Educated on the region.	None currently.
Louise Goldsbury Freelance, Traveller, Escape, Vacations & Travel, Explore	Met with Louise Goldsbury, Freelance for a range of travel publications.	None currently.
Justin Jamison, Get Lost Magazine	Met with Justin to discuss travel focused digital magazine Get Lost, along with Grin Creative agency.	Justin will outreach, re: a potential Louisville op
Karina Recchi	Met with Karina Recchi (Homepage Editor), Kristine Tarbert (Travel Editor) and Shauna Anderson (Managing Editor) at 9Travel and 9Honey to discuss publication differences and story opportunities.	None currently
Shauna Anderson	Met with Karina Recchi (Homepage Editor), Kristine Tarbert (Travel Editor) and Shauna Anderson (Managing Editor) at 9Travel and 9Honey to discuss publication differences and story opportunities.	None currently

Kristine Tarbert	Met with Karina Recchi (Homepage Editor), Kristine Tarbert (Travel Editor) and Shauna Anderson (Managing Editor) at 9Travel and 9Honey to discuss publication differences and story opportunities.	None currently
Sarah Simpkins, AIR NZ	Spoke through opportunities for NZ who are keen to highlight their Houston route through TSUSA stories.	Will assess if can be combined with GMM or stands as own trip.
Jane Moggridge, Viking Cruises	Connected on potential on-ground famil support for 2025 fam in Tennessee and Louisiana.	Waiting to hear back on confirmation of numbers.

III. TRAVEL TRADE

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

Contacts	Interest/Status	Follow-up /Next step
Joshua Hewett Land Contracting Manager Helloworld	Meeting to discuss international showcase and available product with Helloworld.	Ongoing
Simon Watson Director of Beer/ Director of Rad Urbanaut	Launch of “Win A Rhythms of the South’ Trip with Urbanaut. Promotion will be live until December and had already received 1,500 entries.	Ongoing
Nicole Bennett Commercial Manager – Australia & NZ Delta Air Lines	Discussion on Melbourne Cup, which has been pulled from their budget this year. Very keen on anything that will support the seasonal NZ Flights from Auckland.	N/A
Chris Watson Owner Chris Watson Travel	Product and touring itinerary discussion.	Ongoing
Anne-Marie Pauliuk Business Leader Travel Associates	Update and training for client itinerary throughout the South	N/A
Sophie Director/Owner & Corporate Manager 303 World Travel & Cruise	Product and training for client heading to Nashville, Arkansas and Louisiana,	N/A
Carmen Nunn Key Account Manager Flight Centre Business Travel	Product and training for client heading to Atlanta	N/A
Anna Rowbotham Travel Professional World Travellers Fuzion Travel	Product and training for client heading to New Orleans & DMC’s in the South. Tours & transfers in Tennessee Pigeon Forge, Memphis & Nashville.	N/A
Andrew Gay Owner Founder Travel USA	Discussion ad support on Alabama content listing for Travel USA. Andrew is also supporting the promotion with Urbanaut as the redemption partner.	N/A

Campaigns & Activity

DealsAway Product



8 DAYS

Rhythms Of The South Tour

SAVE UP TO 51%

- 7-night 3/4-star accommodation from New Orleans to Atlanta
- Modern Luxury Coaches
- Expert Tour Director Included
- 5 incredible experiences along the way!

From
\$2745

Per Person

[View Deal](#)

[Call Now 1300 95 60 58](#)



11 DAYS

Southern Charm

- 10-night accommodation in 3-4 star hotels
- 10 breakfasts and a group lunch
- Services of a local guide and driver
- Air conditioned luxury coach travel throughout

From
\$5195

Per Person

[View Deal](#)

[Call Now 1300 95 60 58](#)

Travel Daily

Beyond Exhibitors

THE Australian Travel Industry Association (ATIA) has unveiled some of the exhibitors for its upcoming Beyond Borders Travel Summit on 25 Oct in Sydney.

Major tourism marketing bodies locked in for the event include: Tourism Australia; Tourism Ireland; the Singapore Tourism Board; the Tourism Authority of Thailand; Destination Canada; Tourism Solomons; Travel South USA; the Australian Passport Office; and Smartraveller.

Some of the esteemed speakers to present include FCTG's Graham 'Skroo' Turner, CEO Flight Centre, NCL's Ben Angell, and Globus's Gai Tyrrell - info **HERE**.

Travel South USA | AUNZ
Travel South USA | AUNZ

GPP Monthly Report

■ ATIA Promotion

ATIA - Australian Travel Industry Association
4h · 🌐

We are thrilled to unveil the incredible lineup of exhibitors for the upcoming Beyond Borders Travel Summit 🌐

Here is who you can expect:

- 🇦🇺 Tourism Australia
- 🇮🇪 Tourism Ireland
- 🇸🇬 Tourism Singapore
- 🇹🇭 Tourism Authority of Thailand
- 🇨🇦 Destination Canada
- 🇸🇧 Tourism Solomon
- 🇺🇸 Travel South USA
- 👤 Destiny Rescue
- 🇦🇺 Australian Passport Office
- 🇦🇺 Smartraveller

The event promises to be an amazing opportunity to network, learn more about these exhibitors, and engage in meaningful discussions to help bring positive change to our industry!

🔗 Explore the full agenda & get your tickets (group discounts available): atia.travel/BB24

Travel Summit →
Beyond Borders 2024
Explore The Future of Travel!

Unveiling Our Lineup of Exhibitors

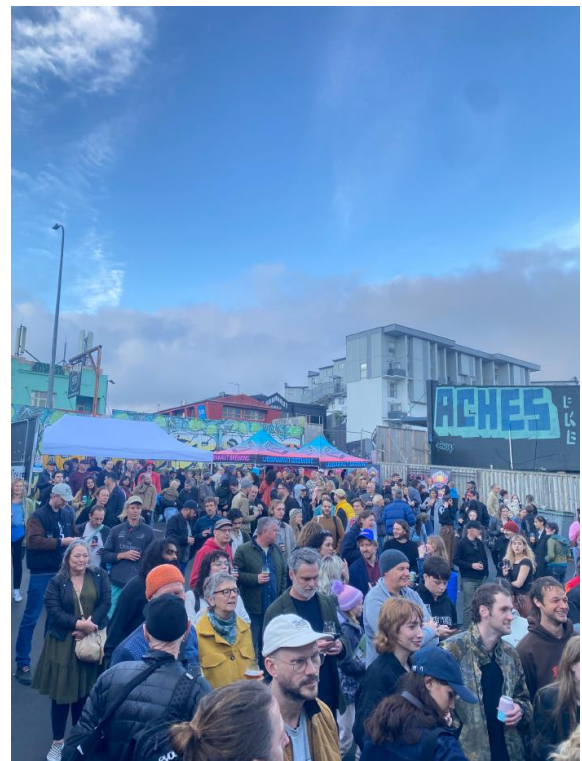
Secure your spot now!

Friday 25th October, 2024 | ICC Sydney

ATIA
Australian Travel Industry Association

■ Urbanaut Brewery

So far there have been 1500 entries into the competition. The first batch of Atlanta Beer has sold out and has been performing really well.





Win a trip to experience the Rhythms of the South

Atlanta, Nashville & New Orleans



To celebrate the release of Urbanaut's
ATLANTA BRIGHT IPA we are giving away
the road trip of our dreams!

Our new beer **Atlanta Bright IPA** has got us hyped and we want to share the party vibe with you, so we're giving away a 6-day trip for two to visit the city that inspired the beer and experience the true [Rhythms of the South](#) in Atlanta, Nashville and New Orleans!

One lucky winner and a guest will get return flights to Atlanta, USA for the road trip of a lifetime across three states, experiencing the southern hospitality of Atlanta, Georgia, Nashville, Tennessee and New Orleans, Louisiana.

The prize includes:

- 2 x Nights in Atlanta with attractions pass
- 2 x Nights in Nashville with attractions pass
- 2 x Nights in New Orleans with attractions pass
- \$5000 NZD [Travel USA](#) Voucher towards your flights and travel costs

In Atlanta, discover the birthplace of hip-hop and soul; in Nashville, experience the legendary country music scene; and in New Orleans, soak in the soulful jazz and blues that echo through the streets. Each city offers a unique blend of live performances, historical sites, cultural experiences, and culinary treats that celebrate the South's deep-rooted musical traditions that have influenced music worldwide. Whether you're a music lover, history buff, or foodie, "Rhythms of the South" promises an engaging and soulful journey through the essence of the American South.

HOW TO ENTER:

No purchase is required to enter this competition.

- Fill in your details on the form below and click on the Enter Now button.
- Sign up to our email newsletter or be following us on [Instagram](#) or [Facebook](#).

You can get additional entries by referring others to enter using this form.

Please read the terms and conditions below for more details and conditions of entry.

Date of Birth

☒ Sign Up for our Newsletter

Enter Now

TRAVEL USA | AUNZ



Urbanaut's massive giveaway

Three Sisters close in on crowd-funding target. Beer makes you smarter — true story. NZ's best Double IPA — cast your vote here.



MICHAEL DONALDSON
SEP 20, 2024



Happy Friday Beer Friends!

For the first time in a while, there's no bad news around beer.

So I thought I'd celebrate a couple of good things happening.

First, I can't quite believe the crew at Urbanaut are doing this, but they're marketing their new Atlanta Bright IPA by running a competition to win a 6-day "road trip" that takes in Atlanta, Nashville and New Orleans.

It's the kind of prize that would normally be the domain of much larger beer businesses.

It's a daring ploy but in an age of direct marketing, the more people they can add to their database for future marketing, the better.

But it's also about going all-in on a beer they believe in, says Urbanaut co-founder Simon Watson.

"The launch of Atlanta is the first time we've put any real marketing effort into launching a beer," he told me.

"We think there's lots of opportunity around this, including the beer itself and the wider style so we're giving it the opportunity to succeed."

And the "trick" with this, for want of a better word, is that you don't even have to buy the beer to enter. That's to do with rules around promoting alcohol, so the competition is a stand-alone that won't directly impact sales of Atlanta.

Watson said he was able to work with a couple of partners, including Rhythm of the South, who will handle the state-side part of the deal, and Travel USA here in New Zealand, who are providing travel vouchers to cover airfares and spending money.

Even with the partner support, it's a big spend for a relatively small brewery.

"It's a little bit the partnerships and whole lot of us sticking our necks out and hoping to sell a bunch of beer over the summer," Watson says.

The promo of Atlanta — the beer that Pursuit of Hoppiness reviewer Tim Newman called "one of the most devastatingly smashable drops I've tasted all year" — is tied into a deal with New World's North Island stores where the beer will be on special for \$19.99 for a 330ml six-pack for 26 weeks.

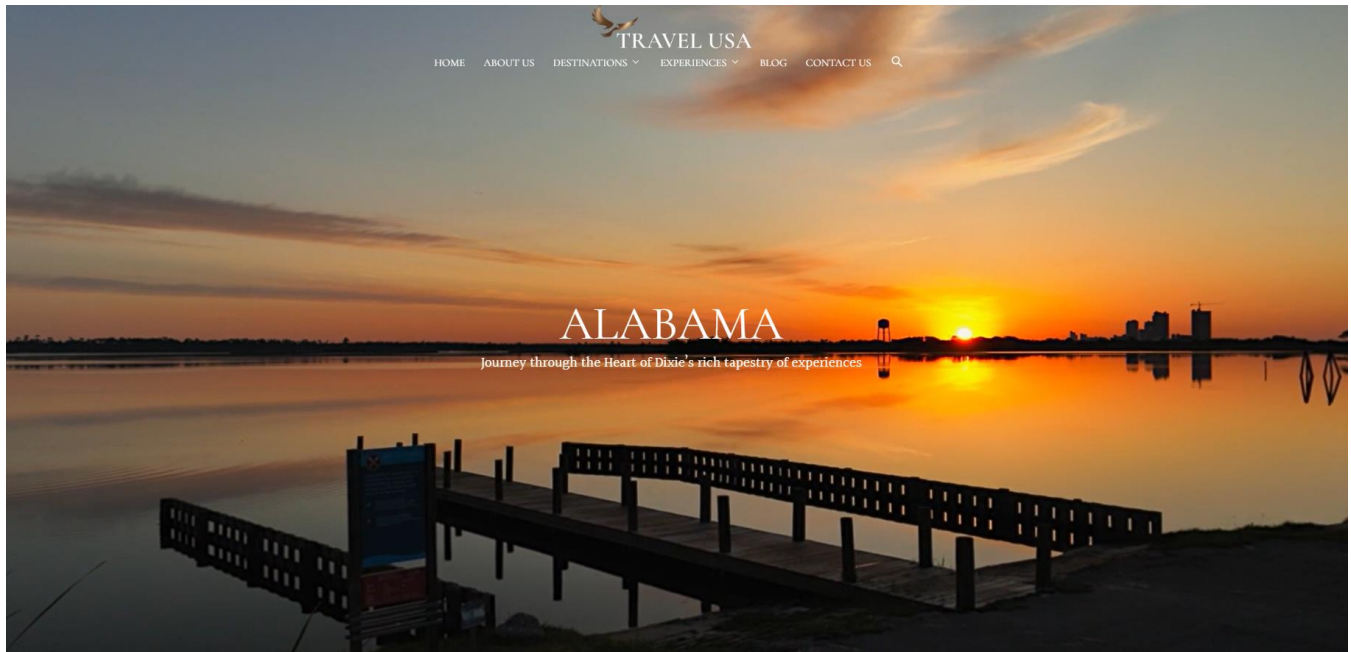
This is as good a moment as any for me to give a shout-out to the crew at New World, your home of craft beer.



NEW WORLD

The winner of the competition will be drawn on January 15, 2025. Good luck to anyone who enters, and good luck to the Urbanaut crew for taking such a bold step.

■ Travel USA – Alabama



THE YELLOWHAMMER STATE

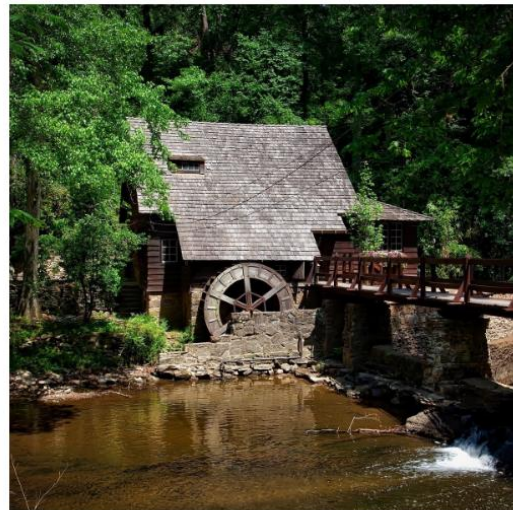
Trace the profound legacy of America's Civil Rights Movement

Alabama, nestled in the southeastern United States, is rich with history, culture, and natural wonders. Walk in the footsteps of history as you visit iconic landmarks like Birmingham's 16th Street Baptist Church, Montgomery's Dexter Avenue King Memorial Baptist Church, and the Rosa Parks Museum. Don't miss the chance to cross the historic Edmund Pettus Bridge in Selma, where each step resonates with the bravery that shaped a nation.

Immerse yourself in Alabama's vibrant music scene, celebrating genres from blues to gospel and country. Journey to the legendary Muscle Shoals Sound and Fame Recording Studios, where countless renowned artists have created timeless hits. For those fascinated by space, Huntsville, known as the "Rocket City," offers an exciting glimpse into the future at the U.S. Space & Rocket Center, home to Space Camp and thrilling simulated missions.

And for golf enthusiasts, the Robert Trent Jones Golf Trail beckons with its stunning courses spread across the state. Experience world-class golfing amidst picturesque landscapes, making for an unforgettable outdoor adventure.

Whether you're exploring civil rights landmarks, diving into the rich musical heritage, teeing off on pristine fairways, or reveling in its natural wonders, Alabama invites you on a captivating journey through time, celebrating the resilient spirit of the "Heart of Dixie."



THINGS TO SEE & DO

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

CIVIL RIGHTS MEMORIAL CENTRE

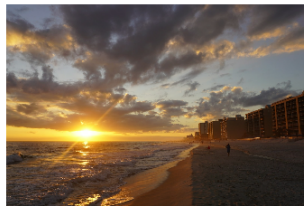
Montgomery, Alabama

Delve into history at the Civil Rights Memorial Centre, which honours the triumphs and tragedies of the modern American Civil Rights Movement. This important site is located near the Dexter King Memorial Baptist Church, where Dr. Martin Luther King Jr. served as pastor. Through engaging exhibits and powerful narratives, the center provides a profound understanding of the struggle for justice and equality, making it a vital destination for anyone seeking to learn about this transformative period in American history.



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 ALABAMA - COMING SOON

We are busy creating our Explore Alabama 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.



BIRMINGHAM

Alabama's largest city holds a profound Civil Rights Movement legacy. Visit the impactful Birmingham Civil Rights Institute and 16th Street Baptist Church, savour Southern cuisine, and witness the city's resilience and progress ...



MONTGOMERY

Explore the Alabama State Capitol and learn about pivotal events that shaped the nation's history. Visit the Civil Rights Memorial Center and the Rosa Parks Museum and see the iconic Dexter Avenue King Memorial Baptist Church ...



HUNTSVILLE

Known as "Rocket City," Huntsville is home to the U.S. Space & Rocket Center, where you can learn about space exploration and experience simulated missions. Explore the fascinating exhibits and discover the wonders of the universe ...

FESTIVAL & EVENTS

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



MUSIC FESTIVAL

HANGOUT MUSIC FESTIVAL

Location: Gulf Shores, Alabama

Date: 17 - 19 May 2024

Unique three-day vibrant annual music festival, held on the white sandy beaches of Gulf Shores. With a diverse lineup of artists across various genres generally range from Grammy award winners to local 'Battle of The Bands' local talent. Live music and white-sand beaches - what a combo!

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

[VISIT WEBSITE](#)



FESTIVAL

MARDI GRAS

Location: Mobile, Alabama

Date: 01 February - 04 March 2025

Each year the streets of Mobile are filled with crowds of parade goers enjoying the sights and sounds of live marching bands and colourful floats. Amidst the masks, music, and beads, the spirit of this lively tradition comes to life. Come be part of a 320-year old tradition at North America's first Mardi Gras.

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

[VISIT WEBSITE](#)



SPORT

NASCAR - GEICO 500

Location: Talladega, Alabama

Date: 20 April 2025

Annual NASCAR event held at the Talladega Superspeedway, renowned for its high speeds and close racing. One of the tracks on the NASCAR circuit where drivers frequently draft in large packs which often creates unpredictable races with tight side-by-side action and final-lap passes.

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

[VISIT WEBSITE](#)

■ Travel USA – Louisville



DERBY CITY

Louisville – where horse racing thrills meet world-class bourbon adventures.

Louisville beckons tourists with a blend of southern charm, vibrant culture, and exciting attractions. At the heart of the city lies the iconic Kentucky Derby, the world-renowned horse race that draws visitors from across the globe to Churchill Downs each May. The city's bourbon heritage is another major drawcard, with the Kentucky Bourbon Trail offering tours of historic distilleries and tastings of the state's signature spirit.

In addition to its famous events and bourbon heritage, Louisville boasts a diverse array of cultural attractions. The Louisville Slugger Museum & Factory celebrates America's favourite pastime, while the Muhammad Ali Centre honours the legendary boxer's life and legacy. Immerse yourself in horse racing history at the Kentucky Derby Museums, and visit the Frazier History Museum for a fascinating insight into Kentucky's rich history.

Outdoor enthusiasts will find plenty to love as well. The city's expansive parks system includes gems like Cherokee Park and Waterfront Park, offering opportunities for hiking, biking, picnicking, and more. The Big Four Bridge provides stunning views of the Ohio River and connects Louisville to Indiana, making it a popular spot for walking and cycling.

Foodies will delight in Louisville's burgeoning culinary scene, which is complemented by a thriving craft beer and cocktail culture, with numerous breweries, distilleries, and bars to explore. With its unique blend of history, culture, and outdoor recreation, Louisville offers something for every type of tourist to enjoy.



THINGS TO SEE & DO

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

KENTUCKY BOURBON TRAIL

Louisville is gateway to the Kentucky Bourbon Trail, a legendary journey through the heart of bourbon country, featuring renowned distilleries like Jim Beam, Maker's Mark, Woodford Reserve, and Buffalo Trace. Visitors can explore historic distilleries, learn about the bourbon-making process, and enjoy tastings of Kentucky's finest spirits. This scenic trail offers a unique blend of history, craftsmanship, and hospitality, making it a must-visit destination for bourbon enthusiasts and travellers seeking an authentic Kentucky experience. *Contact Travel USA to help you plan your trail adventure.*



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.*



FEATURED

ULTIMATE LOUISVILLE

5 days / 4 nights from NZ \$1,849 per person

Experience Louisville's charm with four nights at a centrally located downtown hotel. Enjoy the 'Main Ticket', providing access to seven of the city's most popular 'Museum Row' attractions, visit the Kentucky Derby Museum, walk the famed Churchill Downs racetrack and visit three major bourbon distilleries ...

[VIEW PACKAGE](#)



KENTUCKY

EXPLORE KENTUCKY

13 days / 12 nights from NZ \$3,699 per person

Explore Kentucky on our 13-day suggested self-drive road trip. Stay at the historic Brown Hotel, explore the Kentucky Bourbon Trail, visit iconic horse farms in Lexington, and marvel at natural wonders like Natural Bridge, Red River Gorge, Cumberland Falls and Mammoth Cave. Adventure awaits ...

[VIEW PACKAGE](#)

FESTIVAL & EVENTS

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



FESTIVAL

GREAT BALLOON GLOW

Location: Louisville, Kentucky

Date: 24 – 26 April 2025

Signature, picturesque event held as part of the annual Kentucky Derby Festival. Colourful hot air balloons light up the Louisville night sky, creating a mesmerising display of color and beauty all set to music. Family-friendly event showcasing the vibrant spirit of the city.

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

VISIT WEBSITE



SPORT

DERBY MINI & MARATHON

Location: Louisville, Kentucky

Date: 26 April 2025

This annual event, also part of the Kentucky Derby Festival, features a loop course starting at Louisville Slugger Field and finishing at Lynn Family Stadium. Participants must maintain specific paces, with a 4-hour limit for the miniMarathon and a 6-hour limit for the Marathon

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

VISIT WEBSITE



SPORT

KENTUCKY DERBY

Location: Louisville, Kentucky

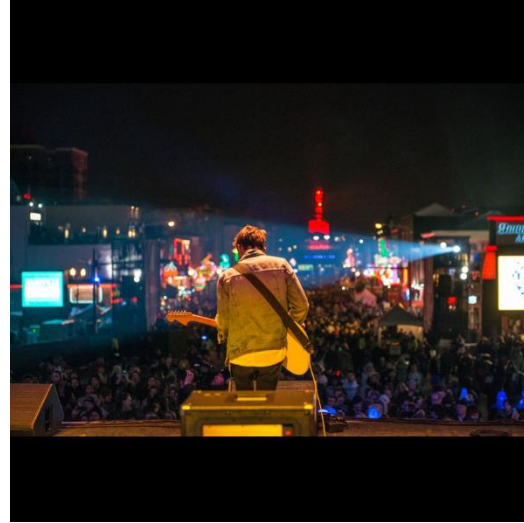
Date: 03 May 2025

America's most famous horse race, held annually at the iconic Churchill Downs racetrack. Known as the "Run for the Roses," it attracts top thoroughbred horses, celebrities, and spectators from all around the world, making it a much cherished Louisville tradition and a symbol of Kentucky's rich heritage.

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

VISIT WEBSITE

Gate 7 Social Media



Gate 7
8 September at 15:00 · 🌐

Chattanooga, Tennessee will host the International World of Bluegrass festival from September 16th - 20th, 2025. Now is the PERFECT time to start planning a trip to experience this iconic festival next year! 🎶🥳

Find out more here: <https://www.visitchattanooga.com/wob/>

#visitchatt #chattanooga #tennessee #travelsouth

📍 Travel South USA

🏠 Visit Chattanooga



Gate 7
19 September at 17:00 · 🌐

Atlanta, Nashville and New Orleans are all known as major music cities, music is interwoven into the heart of each destination. From Atlanta's rap and indie music, New Orleans' jazz and Nashville's country and rock, they showcase the music and musicians who have defined these legendary cities. 🎶🥳

Visit any of these Southern cities, or better yet, visit all three and enjoy their different qualities and attractions. Getting from one city to another couldn't be easier and is the best introduction to the South, its culture, music and history 🎶

Come check it out yourself and experience the Rhythms of the South:
<https://rhythmsofthesouth.com/>

📍 Concert on Broadway in Nashville, TN

🏠 Visit Music City



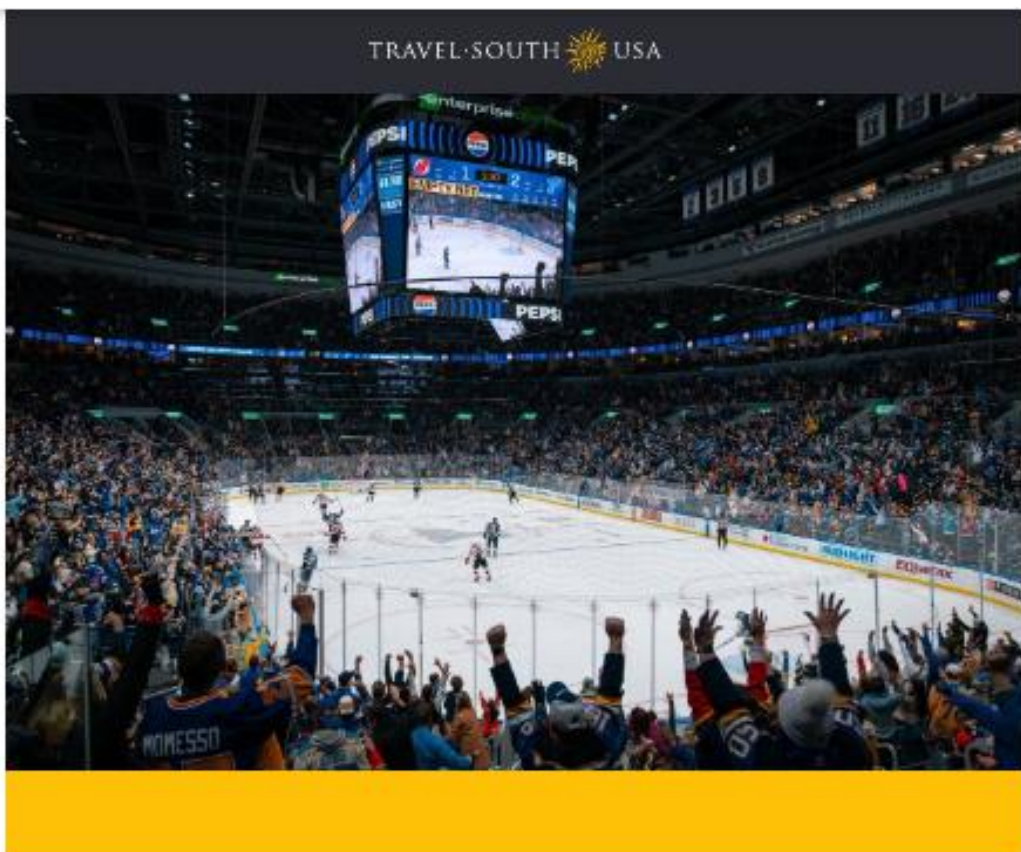
IV. Newsletters

TRADE Newsletter – Sports September

Recipients: 4233 Open Rate: 967 (22.84%)

PR Newsletter – Sports September

Recipients: 400 Open Rate: 223 (55.75%)



Sport and recreation are at the heart of play and excitement in Southern USA. From watching college or professional sporting events at grand home stadiums to participating in amateur sport activities at a sporting venue, the South has it all.

Boost your Southern USA holiday and visit or participate in one of these iconic sporting events, games, venues or facilities.

Sports in the South



RHYTHMS OF THE SOUTH

Atlanta, Nashville, New Orleans

Catch a soccer match with Atlanta United FC, their Major League Football club. Get a kick out of Tennessee's soccer club, Nashville SC and cheer them on at GEODIS Park. Discover more sport in New Orleans with its semi-pro soccer team, the Jesters, home to City Park's Pan-American Stadium.

Soccer Scores



NORTH CAROLINA

NASCAR Coca-Cola 600

North Carolina is home to 90% of NASCAR Teams, Charlotte Motor Speedway and the NASCAR Hall of Fame. In May 2025, the iconic NASCAR Coca-Cola 600 will take centre stage at Charlotte Motor Speedway. The world's best drivers will compete in NASCAR's longest race, a 960km event, accompanied by fan events, concerts, and a vibrant festival atmosphere.

Race Day



MISSOURI

St. Louis Blues

The National Hockey League and the St. Louis Blues brings excitement to the Enterprise Centre in downtown. With the NHL preseason kicking off late September, the St. Louis Blues have home games lined up until mid-April 2025, attracting passionate local fans and visitors alike. St. Louis Blues also schedule theme nights to encourage fans to dress up, bolstering the community spirit.

Hockey Heaven



LOUISIANA

Louisiana Sports Hall of Fame

Wanting to dive into the history of sports in Louisiana? The Louisiana Sports Hall of Fame celebrates accomplishments by Louisiana athletes, coaches and sports stars in a museum complex in historic downtown Natchitoches. The Hall of Fame's exhibits and interactive media trace the history of Louisiana sports and highlight the importance of sports to life in Louisiana.

Sportsman's Paradise



TENNESSEE

The Worlds Fastest Half-Mile

Bristol Motor Speedway, located in Northeast Tennessee, is renowned as the "world's fastest half-mile" and is one of the largest sporting venues in the world. It earned the nickname "The Last Great Colosseum" due to its Roman-inspired architecture. Additionally, Bristol's quarter-mile dragstrip, known as Thunder Valley, hosts the NHRA Nationals and other major events throughout the year.

Track Triumph



MISSISSIPPI

Mississippi Braves

The Mississippi Braves, commonly referred to as the M-Braves by local fans, are a minor league baseball team based in Pearl, Jackson, Mississippi. This team serves as the Class AA affiliate of the Atlanta Braves, a major league team with a rich history in the sport. The M-Braves compete in the Southern League and host their home games at Trustmark Park in Pearl.

Home Runs



WEST VIRGINIA

Snowshoe Mountain

Featuring one of the largest trail systems on the East Coast, Snowshoe Mountain has been the host of noteworthy mountain biking events including UCI World Cups, Downhill Southeast and the WV Enduro Series. Suitable for professionals, and first-timers, Snowshoe offers bike rentals, private lessons and group tours for guests of all skill levels that are looking to try something new in the great outdoors.

Trail Blazers



SOUTH CAROLINA

The Gamecocks

Experience the finest college football with the University of South Carolina's football team, the Gamecocks. The Gamecocks have had several bowl game appearances and SEC East division titles. They play their home games at Williams-Brice Stadium in Columbia, South Carolina.

Gridiron Glory



KENTUCKY

Defender Kentucky 3-Day Event

Even with the Kentucky Derby aside, the spring is a big season for horses in the Bluegrass. Defender Kentucky Three-Day Event is one of the premier equestrian eventing competitions in the world, taking place at the Kentucky Horse Park in Lexington in late April. Visitors can experience barn tours, horseback riding, youth camps, three outstanding museums and more.

Racing History



ALABAMA

The Heart of College Football

The heart of college football beats strongest in the state, with legendary programs like the Alabama Crimson Tide and Auburn Tigers igniting fierce rivalries and electrifying atmospheres in iconic venues such as Bryant-Denny Stadium and Jordan-Hare Stadium. The thrill of game day is palpable, as fans don their team colors and gather to cheer on their favorite players.

Auburn Tigers

FIND OUT MORE



CONTACT INFO

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



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Auburn Tigers

FIND OUT MORE



CONTACT INFO

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Travel South USA | AUNZ

V. Market Update

Economic & Market Update

The following Economic announcements were made in September

- Australia's population has officially passed 27 million, according to the latest figures from the Australian Bureau of Statistics. The population grew by more than 600,000 in the 12 months to March 2024. Net overseas migration – the number of people who arrived in Australia minus the number of people who left – was a key driver of population growth, with the rest made up of new births. Western Australia had the fastest growing population, while Tasmania saw the slowest growth. [Source.](#)
- Sydney's [house prices](#) rose 0.3 per cent in August, with a median rise of 3.6 per cent over the past year – less than the city's rate of inflation of 3.8 per cent. In Melbourne, house values dropped 0.2 per cent in August to be down 1.5 per cent over the past three months. But these falls come after years of sharp price rises that have made housing affordability a [critical fight](#) before the next election, due by May 2025.
- Inflation has fallen from 3.5% to 2.7%, its lowest level in three years. Prices rose by 2.7% in the year to August 2024, according to new figures from the Australian Bureau of Statistics (ABS). The figure, down from 3.5% in July, is the lowest monthly inflation rate since August 2021. The ABS attributed the figure to a drop in electricity prices. [Source.](#)
- The Reserve Bank of Australia kept interest rates at 4.35 per cent – marking 10 months since the last rate rise and nearly four years since the last rate cut. The RBA cited that inflation was still too far off the target, upsetting hopeful consumers that this would be the month they would drop (hopeful after the US dropped their interest rate). [Source.](#)
- The Australian dollar climbed in September, off the back of the interest rate cuts in the US, the AUD hit a record high for the year of US 69c.
- The latest arrival figures released report 85,038 Australian visitors to the USA in August, up 2% on 2023, and reaching 72% of 2019 levels. Australia was the 11th largest long-haul market into the USA for the month of July and YTD is sitting at number 11 (Source i94 arrivals).
- In terms of visitation from New Zealand to the USA, in August there were 25,581 visitors, down 2% on August last year.
- 3,252 Australians listed a Travel South state as their first intended address in August, equaling 4% of total USA visitation, and up 8% on last year. (Source i94 arrivals – first intended address).

Tour Operators & Travel Agencies

- Flight Centre Travel Group brought the red-and-white brand to Sydney last week, outlining Flight Centre's strategic vision and collaborative approach among more than 100 key suppliers across air, land, cruise and tour sectors as well as destination partners at a Flight Centre Brand Showcase. [Source](#)
- MTA celebrates record number of high achievers across Australia. [Source](#)
- Tourism marketing agency Gate 7 has revealed the appointment of Jade Glashoff as its new Director of Brand USA for Australia and New Zealand. [Source](#)

- Flight Centre Travel Group reveals AU/NZ corporate travel spend to soar by 42% in FY25 - Two in five Australian businesses (40%) intend to increase travel while 42 per cent of corporate travellers plan to increase their travel spend in FY25 compared to last year, according to Flight Centre Travel Group's inaugural State of the Market global survey. [Source](#)
- Founders of a new online travel agent platform – Travly – say the app has been designed to bridge the gap between what you see online and experiencing the holiday yourself! [Source](#)
- Helloworld rewards travel agents with \$4.5M in shares for loyalty - Helloworld Travel Limited (HLO) will issue 2.5 million shares, valued at over \$4.5 million, to its agents through its latest franchisee share loyalty program. [Source](#)
- Travellers Choice member agencies will enjoy a ten-fold return on their membership fees after the group reported a \$3.2 million pre-tax operating profit for the 2023/24 financial year. The result marks a 58% year-on-year profit jump, with more than 85% now set to be returned to members via a 6% unfranked dividend, or around 30c per share. [Source](#)
- Australian serial entrepreneur Mennan Yelkenci has launched the beta version of Booked.AI, an AI-powered travel agent. [Source](#)

Traveler Insights

- Travel & tourism to contribute 10% of global GDP in 2024: WTTC - The travel industry will account for a whopping \$1 out of every \$10 spent globally in 2024 as the sector's contribution to global GDP will increase 12.1 per cent year-on-year to a record USD\$11.1 trillion (AUD\$16.5 trillion), according to World Travel & Tourism Council (WTTC) forecasts. [Source](#)
- What is revenge travel? New data shows Aussies have made a habit of it - Recent data shows a 32 per cent rise in outbound travel in the year to June, compared to the previous year, with Australians taking more than 11 million trips. [Read the full story](#)
- What a girl wants: Landscapes, culture take the lead in travel choices, study reveals - When it comes to travel, what drives the decision-making process? A new survey from Global Rescue sheds light on how gender influences the ideal vacation, revealing significant differences in what cis men and cis women seek in a destination. [Source](#)
- Aussies are eager to splurge on travel this upcoming holiday season, according to American Express, which has just published a new Amex Trendex report showing that consumers are planning to spend 38% more on travel compared to last year. The global index also found that visiting family and 'me-cations' are now top travel priorities among Australians for the upcoming holidays. Around seven in 10 (68%) adults travelling this holiday season are doing so to visit family, while over half (59%) are travelling to focus on themselves, with this number rising to 60% among Gen Z and 67% among Millennials. Additionally, the index found that the majority of Aussies (74%) would rather share a fun experience or trip with friends than exchange gifts. [Source](#)

Air Lift

- Qatar Airways is close to finalising a rumoured 20% stake in Virgin Australia. Sources close to negotiations have suggested the purchase will happen “within days”, but any move will still need to gain formal approval from the Foreign Investment Review Board. Virgin and Qatar enjoy a close relationship, having already brokered various codeshare and reciprocal loyalty agreements, and the latest rumoured bid for equity in the Aussie airline is viewed by many as a key move by the carriers to push back against the dominant Qantas/Emirates alliance in the local market. Any partial acquisition would also need to be rubber-stamped by the Federal Government. While the recent history between the Federal Government and Qatar has been strained - given the Middle Eastern carrier was controversially blocked from expanding capacity in Jul last year - the chances of approval seem brighter given the recent Aviation White Paper’s pledge to improve aviation competition. [Source](#)
- Victorians, get ready for more flights to the Hawaiian Islands. Qantas has announced that it will commence a new non-stop service between Melbourne and Honolulu from early May 2025. [Source](#)
- Alaska Air Group, the parent company for Alaska Airlines, has formally completed its acquisition of Hawaiian Airlines after initiating the process close to a year ago. Alaska Airlines and Hawaiian Airlines are now seeking a single operating certificate with the FAA, which will allow the two airlines to operate as a single carrier with an integrated pax service system. For the interim, the carriers will continue to operate as separate entities with no immediate changes to operations, maintaining separate websites, reservation systems and loyalty programs until later in the integration process. Once integrated, loyalty members of both airlines can transfer miles between account [Source](#)

VI. Actions

- **TADA**
 - Final preparation for Travel Agent Day Australia in Melbourne
- **Urbanaut Rhythms of South Promotion launch**
 - **On-Pack Promotion:** Each Atlanta Bright six-pack will feature stickers or postcards promoting a chance to "Win a Trip to Experience the Rhythms of the South – Atlanta, Nashville & New Orleans." This will direct consumers to a landing page with details about the prize and destinations, including logos and website links.
- **Beyond Borders Conference**
 - Planning for Beyond Border Conference – 25th October followed by NTIA 26th October
- **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.
- **WMWB Update**
 - Connect with partners to outline product needs.