

AUNZ REPORT

JUNE 2025



Prepared By:

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ABOUT TSUSA

Global Partner Programming

Australian visitation to the USA continued to hold steady in May, with 91,191 arrivals up 1% for the month compared to last year, and year to date tracking flat YOY. Australia was ranked as the 9th largest long-haul market for the month, and year to date the 8th largest long-haul market. New Zealand visitation also remains steady with 21,028 arrivals down 5% on May last year and year to date flat YOY. (Source i94 arrivals).

What this tells us, is that while visitation was up YOY in April (supported by Easter school holiday period), we are experiencing a slight softening which most likely could be a combination of price and sentiment to US politics, although the data tells price and value is more likely the root cause. Our softening is not to the same extent as other international markets, given we are ranked as the 8th largest international market into the USA (excluding Canada and Mexico).

The states that form Travel South unfortunately had a softer month in May, with 3,905 Australians listing a Travel South state as their first intended address, down -7% on last year, but remaining +2% up YOY (Source i94 arrivals).

Overseas travel remains strong, with over 4.35M Australians returning from an overseas trip this year between January and April 2025. In April alone there were just under a million Australian who returned from a holiday up 8% YOY, proving that despite economic or political headwinds travel demand is strong.

Destinations offering value for money are surging, particularly in Asia:

- Japan (ranked #3) recorded +25% YoY growth year-to-date, and 17% up for the month of April, driven by value from a weakened yen and cultural immersion
- Thailand (+23%) and Vietnam (+21%) also saw significant increases year to date, highlighting growing demand for culturally immersive and cost-effective travel.
- New Zealand (#1) and Indonesia (#2) remain top choices, thanks to ease of access, strong connectivity, and affordability. Also, China bounced back in April thanks to growing airlift.
- The USA slipped in ranking: year to date it dropped from 5th to 7th, with only a modest +2% YoY increase.

West Media has cemented its position as the largest regional broadcaster following its acquisition of Southern Cross Media's remaining TV assets, while Nine Entertainment has reorganised into three distinct divisions-streaming/broadcast, publishing, and marketplaces-aiming to streamline operations and deliver \$50 million in savings.

Meanwhile, traditional current affairs programming is undergoing a shake-up, with Network 10's *The Project* and ABC's *Q+A* airing their final episodes, signalling shifting audience habits and budget reallocation across networks. These changes reflect broader trends in media consumption, with Australians increasingly turning to social platforms such as Facebook, Instagram, TikTok, and YouTube as their primary source of news (26%), surpassing direct visits to news websites (23%). Nonetheless, traditional television remains dominant overall, particularly among older Australians, with 37% still

citing it as their main news source.

News Corp Australia's recent acquisition of SuperCoach's technology exemplifies a shift to new formats and diversifying across digital, as legacy media invest in digital platforms that engage younger, niche audiences through personalised, interactive experiences.

At the same time, regional Australians are emerging as a powerful but underleveraged consumer segment. According to new research from ACM, 74% of regional residents travelled in the past year and 41% have already booked their next trip. With nearly 10 million Australians living outside metro areas-and 86% holding airline loyalty membership, showing strong interest in international, experience-led travel. Yet, they remain largely overlooked by advertisers, presenting a significant opportunity for brands to connect with an engaged and high-spending demographic.

EXECUTIVE SUMMARY

- Flight Centre Team Leaders Meeting
- Y'All Welcome IPW Concert
- International Showcase Invites
- New Zealand media meetings & lunch.
- Concrete Playground Recap.

Australia		Jul- Dec	Jan	Feb	Mar	Apr	May	June	FY 25 Total
10 Partners AL KY LA NC SC TN WV MO MS ROTS	Travel Trade								
	Trade Meetings	172	13	19	17	17	19	17	274
	Number of Agents Trained	432	14	4	56	15	1	16	538
	Media Meetings	72	5	22	16	9	7	8	139
	Total number of articles published	79	11	28	8	8	18	15	167
	Impressions	40,116,936	9,804,021	8,246,930	2,308,761	4,756,026	21,338,645	5,003,525	91,574,844

II. COMMUNICATIONS & PR

- New Zealand media meetings & lunch
- Concrete Playground Recap.
- Earned media Coverage Book
- Global Market Media Place 24 media Coverage Book

Graze your way through a food-lover's American dream

From Nashville to NYC, **WILL PEARCE** reveals six of the United States' culinary hidden gems

Nothing quite beats finding your own little gem of culinary pleasure. The US may have a reputation for fast food, doughnuts and bad coffee, but a mean trip shared this is unobserved. We took to the side streets, as we have done in London and Italy, trying to stumble upon a local cafe, bar or market that made the adventure worth it — and we were rewarded handsomely. I have the thrill of discovering an extraordinary diner with incredible food, a hidden treasure that becomes the highlight of your trip. If you're ever in these parts of America, do yourself a favour — pull up a seat, and grab a menu.

THE PARK CAFE
604 E 100th & East Lake City, Utah
A local owner diner serving up homestyle breakfasts and so on the road from Liberty Park. All the American classics are here, some with a twist. They have pancakes (of course) but in this part of the world they come in the form of a sandwich, with eggs and bacon as the filling. Onekisses are a must attraction, with nine variations to choose from. But my pick on the menu is the omelette beef steak. It's done in-house, grilled with onion, mushrooms, green peppers and potatoes, topped off with two eggs — \$5.50 (\$6.95). We shared this breakfast, but come back the next day and had one each it was so good.

SWEET MILK
325 Oremston Pike #201, Nashville, Tennessee
Located in Nashville's Donelson neighbourhood, this is a hip, modern-looking space with a great outdoor dining deck. The menu draws inspiration from the dining traditions of the south and takes you on a delicious trip through Tennessee and Mississippi. The meals are big and are in America after all so you can easily share these meals. Some of the standouts are the breaded



casaretti, century fried steak, biscuits, fried catfish and onion, and even potato pancakes. However, I couldn't look past the steak and ribs — Grit shrimp cooked in garlic butter with beans, slow-cooked ribs and tomatoes over grits, plus a biscuit — \$15.95 (\$17.95). Grits is basically a porridge made from ground dried corn, and if you've never had it

before be sure if you have you need to try this version.

JACK'S BAR-B-QUE
416 Broadway, Nashville, Tennessee

After a night of bar-b-queing and live music along Nashville's Broadway, there's nothing better than a first of meat. Most of the bars along this strip offer the same fare, but for a more authentic and unique southern experience, head to Jack's Bar-B-Que. This authentic, cozy eatery serves up Tennessee pork shoulder, beef brisket, turkey, ribs, smoked sausage and smoked chicken for your late-night cravings. There's always a line, but it moves quickly. You choose your meat. My choice was the two-meat combo — St. Louis-style ribs and Texas beef brisket — and they cut it in front of you.

You then move on down the line to choose from an array of traditional sides including baked beans, green beans, corn, baked apples, cabbage and potato salad, and crowd favourite mac and cheese. It's a delicious feast. The two-meat combo plus two sides and bread costs \$15.24 (\$16.95), and you can easily share it between two people.

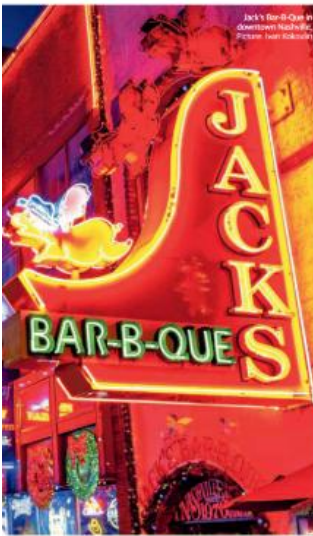
COURT OF TWO SISTERS
813 Royal Street, New Orleans, Louisiana
When you take your seat in the



A Buns & Daughters bagel.

vine-covered courtyard in this legendary New Orleans restaurant, you feel like you've been transported back in time.

There have daily jazz brunches headlined by a buffet of Creole classics such as southern corn grits, chicken and sausage gumbo, turtle soup, rice, catfish, shrimp, stuffed, red beans and rice, smoked oysters, creamed spinach, and biscuits and cornbread. For dessert you can't go past the banana Pomeroy and vanilla ice cream, or pecan pie and homemade whipped cream. For me, the simple soup was a standout and worth the visit alone. The soup itself is more like a stew with gray fish consistency, and the turtle meat actually tastes like beef — it was delicious.



Court of Two Sisters in New Orleans. Picture: Getty Images

The jazz brunch buffet costs \$15.95 (\$16.95). Don't eat beforehand.

EATERY
200 Fifth Avenue, Midtown, New York City

US, so I know there are thousands of great places to eat in New York, many of them very well known, but I hadn't heard of this vibrant Italian marketplace before. We stumbled on it while walking just off Broadway near the Portino Building. It's like walking into an episode of Stanley Tucci's *Searching For Italy*. Combining a



Court of Two Sisters offers daily brunches featuring a buffet of Creole classics.

variety of restaurants and food counters (Bosnian style pizza, ricotta cheese, focaccia and paninis) plus market-style counters (seafood, butcher, pasta, fruit and vegetables), it also has a genuine Italian espresso bar, bakery and retail store. There's something for everyone's taste. It's the American-Italian version of Borough Market in London. Try the prosciutto-crudo panino "Emilia" — \$15.95 (\$16.95). These are big enough to share between two.

RUSS & DAUGHTERS
179 E Houston Street, New York City

Just down the street from Katz's Deli (another must-visit New York destination), this Jewish institution has been appeasing New Yorkers since 1914. Used as a mass "appetizing" in most easily understood as "the food one eats with bagels". The menu is pretty straightforward — bagels. But you do have a big choice of what you have with it. You choose either salmon (six versions), smoked salmon (six versions),

smoked fish (eight versions) or herring (nine versions), plus your choice of spreads and sides. The bagels, freshly baked in-house, were the best I tried in New York. Like a lot of places in the city there can be a line around breakfast and lunchtime, but there are so many servers behind the deli counter as patrons ordering, so it was a fairly quick experience. A cheese bagel and hot (sausage) is \$13.97 (\$14.95) do not share — have it all yourself!



Sweet Milk in Tennessee draws inspiration from southern dining traditions.

The West Australian

Hidden food gems in the US you have have to try

Will Pearce | The Nightly
Thu, 5 June 2025 5:38PM | [Comments](#)



The neon signs of blues clubs on Beale Street in downtown Nashville. Credit: IVAN KOKOULIN/PhotoSpirit - stock.adobe.com

- Nothing quite beats finding your own little gem of culinary pleasure.
- The US may have a reputation for fast food, doughnuts and bad coffee, but a recent trip showed this is undeserved.
- We took to the side streets, as we have done in London and Italy, hoping to stumble upon a local cafe, bar or market that made the adventure worth it – and we were rewarded handsomely.

I love the thrill of discovering an unassuming diner with incredible food, a hidden treasure that becomes the highlight of your trip.

If you're ever in these parts of America, do yourself a favour – pull up a seat, and grab a menu.

The Park Cafe

604, E 1300 S, Salt Lake City, Utah

A local corner diner serving up homestyle breakfasts across the road from Liberty Park. All the American classics are here, some with a twist. They have pancakes (of course) but in this part of the world they come in the form of a sandwich, with eggs and bacon as the filling. Omelettes are a main attraction, with nine variations to choose from. But my pick on the menu is the corned beef hash.

It's slow-roasted in-house, grilled with onion, mushroom, green peppers and potatoes, topped off with two eggs – \$US11.50 (\$17.85). We shared this breakfast, but came back the next day and had one each it was so good.



329 Donelson Pike #201, Nashville, Tennessee

Located in Nashville's Donelson neighbourhood, this is a big, modern-looking space with a great outdoor dining deck. The menu draws inspiration from the dining traditions of the south and takes you on a delicious trip through Tennessee and Mississippi. The meals are big (we are in America after all) so you can easily share these meals. Some of the standouts are the breakfast casserole, country fried steak biscuit, fried catfish sandwich, and sweet potato pancakes.

However, I couldn't look past the shrimp and grits – Gulf shrimp sauteed in garlic butter with bacon, slow-cooked okra and tomatoes over grits, plus a biscuit – \$US18. Grits is basically a porridge made from ground dried corn, and if you've never had it before (or even if you have) you need to try this version.



Jack's Bar-B-Que

416 Broadway, Nashville, Tennessee

After a night of bar-hopping and live music along Nashville's Broadway, there's nothing better than a feast of meat. Most of the bars along this strip offer the same fare, but for a more authentic and unique southern experience, head to Jack's Bar-B-Que. This canteen-style servery carves up Tennessee pork shoulder, beef brisket, turkey, ribs, smoked sausage and smoked chicken for your late-night cravings. There's always a line, but it moves quickly. You choose your meat.

My choice was the two-meat combo – St Louis-style ribs and Texas beef brisket – and they cut it in front of you.

You then move on down the line to choose from an array of traditional sides including baked beans, green beans, corn, baked apples, coleslaw and potato salad, and crowd favourite mac and cheese.

It's carnivore heaven! The two-meat combo plus two sides and bread costs \$US24.20, and you can easily share it between two people.



© Court of Two Sisters Louisiana Credit: Supplied/Supplied

Court of Two Sisters

613 Royal Street, New Orleans, Louisiana

When you take your seat in the vine-covered courtyard in this legendary New Orleans restaurant, you feel like you've been transported back in time. They have daily jazz brunches headlined by a buffet of Creole classics such as southern corn grits, chicken & sausage gumbo, turtle soup, fried catfish, shrimp etouffee, red beans & rice, stewed okra, creamed spinach, and biscuits and cornbread. For dessert you can't go past the bananas Foster and vanilla ice-cream, or pecan pie and homemade whipped cream.

For me, the turtle soup was a standout and worth the visit alone. The soup itself is more like a stew with gravy-like consistency, and the turtle meat actually tastes like beef – it was delicious.

Jazz brunch buffet – \$US36 (don't eat beforehand).

HOLIDAYS

FOR COUPLES

Top 25 Honeymoon Destinations in the USA



Articles, Holiday Reviews - United States of America, Honeymoon & Travel Guides, Honeymoons / By Rhonda Bannister / June 30, 2023



Words: Rhonda Bannister

Planning a honeymoon in the USA? You've got endless options, from sun-drenched beaches and misty mountains to vibrant cities and hidden small towns. A USA honeymoon can be as laid-back or adventurous as you want it to be, with destinations perfect for every kind of couple. We've rounded up 25 of the best honeymoon spots in the USA – places that promise unforgettable memories, whether you're craving relaxation, excitement, or a bit of both. The only challenge? Deciding which destination will be the backdrop for your perfect USA honeymoon!

4. New Orleans, Louisiana:

With its vibrant culture, rich history, and unique charm, New Orleans is an exciting vacation destination that promises to create lasting memories for everyone who visits. This city, nestled along the banks of the Mississippi River, pulsates with a rhythm all its own, offering an unparalleled blend of romance and revelry.

One of the city's most iconic features is the French Quarter, a historic neighbourhood with old-world charm. Cobblestone streets, balconied buildings adorned with wrought iron, and the sultry notes of jazz spilling out of lively bars create an atmosphere of timeless romance. Couples can stroll through Jackson Square, where artists display their work, and enjoy the vibrant street performances that add to the city's festive spirit.

For couples seeking culinary adventures, New Orleans is a gastronomic haven. The city's distinctive Creole and Cajun cuisines are a symphony of flavours that reflect its diverse cultural influences. From savouring beignets and chicory coffee at Café du Monde to indulging in a romantic dinner at a fine Creole restaurant, the culinary experiences are delightful.

Related: Here's a guide to the very best things for couples to do in New Orleans, so you can create your own incredible itinerary!



New Orleans is also synonymous with music, particularly jazz. For honeymooners, there's nothing more romantic than swaying to the soulful tunes of live jazz in an intimate setting. Frenchmen Street, known for its eclectic mix of jazz clubs, is a must-visit for anyone wanting to immerse in the city's musical heartbeat. A romantic evening cruise along the mighty Mississippi River is another experience to savour. Many cruise options include dinner, music, and a chance to witness the city's lights shimmering on the water, making for an unforgettable night.

A honeymoon in the Big Easy immerses you in a world of music, love, laughter, and unforgettable moments.

Couples Will Love The French Quarter is considered one of the most haunted areas in America, filled with stories of voodoo, ghosts and vampires. The best way to experience the creepy streets and hear the spine-tingling stories is with a haunted history carriage tour – spooky!

Related: A Taste of The South – What to Do & See in New Orleans





11. Charleston, South Carolina

With its historic charm, romantic ambience, and Southern hospitality, Charleston is an ideal destination for a memorable honeymoon. Nestled along the shores of South Carolina, this city effortlessly blends rich history with contemporary allure, creating an enchanting backdrop for a romantic escape.

Begin your exploration by strolling through the historic district's cobblestone streets. The architecture, characterised by antebellum mansions adorned with intricate wrought-iron gates and pastel-coloured homes, transports you to a bygone era. For a touch of history, a visit to the Magnolia Plantation and Gardens is a must. This lush plantation, dating back to the 17th century, features romantic gardens filled with azaleas, camellias, and Spanish moss-draped oak trees.

Charleston is renowned for its culinary scene, offering a delightful fusion of Southern flavours and innovative cuisine. Indulge in a candlelit dinner at one of the city's many fine dining establishments, where chefs showcase the region's fresh seafood and farm-to-table ingredients.



After dinner, make your way to a live music venue, where the sounds of jazz, blues, and soul fill the air, creating a perfect backdrop for a dance or two.

Couples Will Love: A carriage ride through the historic district. As you meander through the cobblestone streets, a knowledgeable guide regales with tales of the city's storied past, creating a romantic atmosphere that captures the essence of Charleston.

Related: Tennessee is also an incredible honeymoon destination – read about it [here](#)

Communications & PR

Media Contacts (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up /Next step
Stephen Heard, Emma Stanford, Stuff NZ	Strong interest in international travel, including the US. Want practical, family-friendly or adventure content, with clear narrative tied to specific regions or cities. Visual storytelling is important. Like immersive and lesser-known experiences. Open to pitches with a Kiwi traveller POV. Team is small-timing and flexibility key.	Follow up with angles that include family-friendly or experiential regional itineraries, strong visuals, or Kiwi traveller POVs.
Megan Singleton, Blogger At Large	Has strong engagement and conversion through blog and radio. Audience loves personal storytelling. Attending IPW 2025 and recently visited New Orleans. Says political sentiment hasn't affected interest in U.S. travel.	Stay close for Travel South pitch opportunities or media famils (especially IPW-linked). Keep her in mind for New Zealand radio angles.
Alice Hamton, Capsule NZ	Personally connected to the South. Loves step-by-step itineraries and women's POV content. Audience still interested in U.S. stories. Keen to travel. Capsule has strong web and social traffic.	Keep in mind for future content partnerships or itineraries. Consider pitching regional guides with cultural flavour.
Ange Dominey, Tabs on Travel	Wants agent-facing updates with news or itinerary info, especially when tied to flight access (e.g., via American Airlines). Cruise and trade famils also of interest. Appreciates clarity and relevancy. Still strong agent confidence in U.S. sales.	Share Travel South updates with agent hooks-especially anything time-sensitive, flight-linked, or cruise-related. Flag new itineraries or tools.
Kerry Leonard, Sjaan Askwith, Denizen	Interested in luxury, culture, culinary and design-led U.S. travel. Needs a distinctive sense of place. Will consider Travel South if there's a stylish and cultural lens. High-quality visuals are essential. Open to commercial collaborations.	Tailor any Travel South pitches to suit Denizen's tone-e.g. boutique hotels, local chefs, cultural events. Include visuals and exclusive hooks.
Sandy Kilgour, NZME/Coast FM	Open to storytelling-led radio content featuring Southern destinations. Needs to be a partnership for in-market broadcast. Targeting 40–59 age group. Likes experiential U.S. travel stories.	Explore whether Travel South opportunities (e.g. media famil or on-ground interviews) could be shared via Coast FM.

Varsha Anjali, NZ Herald	Loved recent Travel South famil. Wants stories that intersect travel with culture or identity. Strong interest in visual content.	Provide softer story leads or culture-driven angles she can explore.
Sarah Bouchier, Air New Zealand	Interested in Houston as a U.S. gateway for Travel South. Keen on potential famil bouncing through Southern cities. Could support with flights or upgrades. Looking for experiential stories, events, and campaigns near Houston.	Follow up with Travel South event calendar and pitch media famil options. Explore joint campaign opportunities (e.g. giveaway or content collab).

III. TRAVEL TRADE

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

Contacts	Interest/Status	Follow-up /Next step
Melissah Missio Groups Manager Chris Watson Travel	Confirmation that Mel will be attending International Showcase in Kansas City and doing the Route 66 post fam.	N/A
Aly Hughes North America Product Manager Helloworld	Confirmation that Aly will be attending International Showcase in Kansas City and doing the Virginia post fam	N/A
Lee Anne Hosking Product Manager Evoyage	Meeting with Lee Anne, Envoyage's new product manager with update on Travel South.	N/A
Shona Bray North American Product Manager House of Travel NZ	Confirmation that Shona will be attending International Showcase in Kansas City and doing the Tennessee post fam.	N/A
Andrew Gay Owner Travel USA.co.nz	Confirmation that Andrew will be attending International Showcase in Kansas City and doing the Kentucky post fam.	N/A
Adam Townsend Head of Product Travel Associates	Invitation and details on International Showcase in Kansas City MO plus post fams.	Ongoing
Alexis Cunningham Partnerships and Contracting Manager Luxury Escapes	More details on International Showcase in Kansas City for Alexis to share with her new boss.	Ongoing
Anna Burgdorf Group Head of Product Adventure World	Invitation and details on International Showcase in Kansas City MO plus post fams to Adventure Worlds new Head of Product, Anna Burgdorf	Ongoing
Y'All Welcome Concert	Attendance at Y'All welcome concert with Australian and New Zealand tour operators and journalist. Feedback was fantastic with everyone raving about it! Truly the best night!	N/A
Visit USA Meeting	Attendance at Visit USA Australia Welcome Party at IPW	N/A

Brand USA IPW Briefing	Attendance at Brand USA intel session at IPW	N/A
United Airlines Breakfast	Hosted breakfast with United Airlines and Australian and New Zealand buyers.	N/A
Ben Steele ProHub - Capability Owner Supply Operations Flight Centre Travel Group	Training and support on southern itineraries.	N/A
Toni Lauulu Flight Centre Team Meeting	Training and product update with Flight Centre team leaders x 12 • Peter Castle FC Miranda • Ronan Mcneary FC Sydney Airport • Vanessa Borg FC Eastgardens • Alex Mansour FC Rockdale • Lauren Lennon FC Darlinghurst • Kristen Logan FC Cronulla • Jason Dooley FC Hurstville • Ben Houseman FC Bondi • Ben Zentrich FC Wollongong • Kim Mcnamara- FC Gynea • Luvena Lee FC Zetland • Toby Wilson FC Revesby	N/A
Johanne Kenny Travel Advisor ET Travel	Training and support on southern itineraries.	N/A
Allison McDonald Personal Travel Manager Travel Manager	Training and support with southern itinerary including Atlanta, Tennessee, North Carolina	N/A
Wendy Allen Travel Advisor MTA	Training and itinerary support for clients trip to the south.	N/A

CAMPAIGNS & ACTIVITY



Hotels > United States of... > Louisiana > New Orleans > The Riverfront H...

2 nights from
LUXPLUS+ **A\$379** /room
We price match

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[View gallery](#)

New Orleans, United States

[Share](#)

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The Riverfront Hotel New Orleans

THE RIVERFRONT HOTEL

New Orleans Heritage Glamour near French Quarter & Bourbon Street
with Daily Breakfast

8.4 Very Good [From online reviews](#)

Formerly the Omni Riverfront New Orleans, this hotel has undergone an exciting transformation to emerge as the proudly independent The Riverfront Hotel New Orleans. Positioned just a short stroll from the Mississippi River, this charming escape places you at the heart of New Orleans' soulful spirit. Nestled in the historic Warehouse District, you're moments from the French Quarter — where jazz clubs pulse and Bourbon Street beckons with its legendary energy.

After a day soaking in the city's magic, return to Fulton St. Bistro & Bar for a Parisian-style setting with a modern take on bold Louisiana flavours. Sip a classic Sazerac, wander down Royal Street and let the iron-laced balconies, vibrant galleries and roaming brass bands guide your next adventure. As night falls, meander through Fulton Alley — home to boutique bowling lanes, cozy outdoor patios and the kind of eclectic nightlife only locals know best.

[We price match](#) [Buy now, choose dates later](#)
Travel until 30 June 2026

[Gifting available](#)

Viewed 192 times in 3 days

Save up to 67%

Hotel

2 nights from
A\$379 /room with LUXPLUS+
Non-member A\$399

[View options](#)

Hotel + flights

Add flights to the hotel package. Select from all major airlines at the next step.

[Earn from 700 pts + 11 status credits](#)

Includes taxes & fees



Deluxe Double Room

[Save room](#)

After busy days exploring the best of New Orleans, retreat to this idyllic room designed for families, featuring two feather-soft double beds, stylish decor and a modern ensuite

30m²

[View amenities & policies](#)

Deluxe Double Room Upgrade

✓ Inclusions valid for two adults and two children

[Daily American-style breakfast at Fulton St. Bistro](#)

[Welcome house cocktail or soft drink at Fulton St. Bar](#)

[Taxes and daily US\\$25 resort fee included](#)

[Guaranteed 2pm late checkout](#)

Save up to 62%

2 nights from
A\$479 total with LUXPLUS+
Non-member A\$499
Includes taxes & fees
Valued up to A\$1,325

[Earn from 1,200 pts + 20 status credits](#)

[Check availability](#)

[Buy now, choose dates later](#)

[Give as gift](#)

Hotel

From A\$379

Hotel + flights

Guests

2 adults (1 room)

When

Select your dates

Select duration

2 nights

3 nights

4 nights

5 nights

6 nights

7 nights

8 nights

9 nights



Deluxe King Room

Stretch out in this well-appointed room, boasting elegant interiors, a dreamy king bed and a chic ensuite with high-end amenities

30m²

Save room

View amenities & policies

Deluxe Room

Daily American-style breakfast at Fulton St. Bistro

Welcome house cocktail or soft drink at Fulton St. Bar

Taxes and daily US\$25 resort fee included

Guaranteed 2pm late checkout

Inclusions valid for two guests

Save up to 57%

2 nights from

A\$379 total with LUXPLUS+

Non-member A\$399

Includes taxes & fees

Valued up to A\$1,231

Earn from 700 pts + 11 status credits

Check availability

Buy now, choose dates later

Give as gift



Premier King Executive Room

Featuring modern aesthetics with a nod to the past, this stylish room features a cosy sitting area, premium king bedding and large windows that fill the space with natural light

39m²

Save room

View amenities & policies

Premier King Executive Room Upgrade

Daily American-style breakfast at Fulton St. Bistro

Welcome house cocktail or soft drink at Fulton St. Bar

Taxes and daily US\$25 resort fee included

Guaranteed 2pm late checkout

Inclusions valid for two guests

Save up to 59%

2 nights from

A\$519 total with LUXPLUS+

Non-member A\$549

Includes taxes & fees

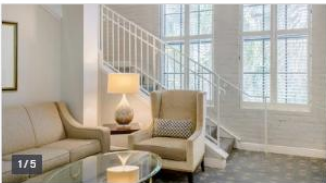
Valued up to A\$1,356

Earn from 1,300 pts + 22 status credits

Check availability

Buy now, choose dates later

Give as gift



Hospitality Loft Suite

Split over two levels, this charming corner suite boasts a wet bar in the parlour, a cosy lounge area and an upstairs king bedroom with a view of the River Walk

65m²

Save room

View amenities & policies

Hospitality Loft Suite Upgrade

Daily American-style breakfast at Fulton St. Bistro

Welcome house cocktail or soft drink at Fulton St. Bar

Taxes and daily US\$25 resort fee included

Guaranteed 2pm late checkout

Inclusions valid for two guests

Save up to 50%

2 nights from

A\$719 total with LUXPLUS+

Non-member A\$759

Includes taxes & fees

Valued up to A\$1,544

Earn from 1,800 pts + 30 status credits

Check availability

Buy now, choose dates later

Give as gift

*Price is indicative and based on sample return fare (inclusive of booking fees on Low Cost Carriers). To view live pricing, conduct a full search. Luxury Escapes full Terms and Conditions apply.

Travel South USA | AUNZ

GPP Monthly Report

Hotels > United States of America > Tennessee > Nashville > The Joseph, a Lu...

2 nights from
LUXPLUS+ **A\$859** /room
We price match [View package options](#)



Nashville, United States of America

The Joseph, a Luxury Collection Hotel, Nashville

THE JOSEPH

Stylish Award-Winning Downtown Nashville Luxury Collection Art Hotel with Rooftop Pool & Daily Dining Credit

9.0 Exceptional [From online reviews](#)

Soaring 21 stories above Music City, Nashville's only Forbes Star Award-winning hotel radiates sophistication. This Luxury Collection gem in the heart of downtown is adorned with handcrafted details, a curated collection of 1,000 rare artworks, and elegant nods to the city's musical roots.

Culinary excellence takes centre stage at Yolan, serving refined Italian fare. The property also features three alluring cocktail bars, including the uber-chic rooftop, Denim, and intimate speakeasy, Four Walls. When not eating, drinking or exploring, ascend to the top floor for a serene rooftop pool and the refuge of Rose, the luxurious on-site spa featuring an extensive range of spa and salon services.

[Read more](#)

Best Hotel with a Rooftop Bar in Nashville – Forbes Travel Guide 2024
#2 in Nashville on World's Best Awards 2024 – Travel + Leisure
TripAdvisor Traveler's Choice Best of the Best 2025

[We price match](#)

INSPIRATION
Under-the-Radar US Cities That Are Big on Experiences
From golfing in the heart of the Sonoran Desert to sipping tempranillo in the Texan hinterland, these lesser-visited US cities offer an abundance of surprising experiences...
[View article](#)

Hotel
From A\$899

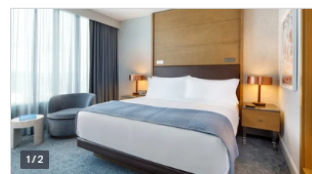
[Hotel + flights](#)

Guests
2 adults (1 room)

When
Select your dates

Select duration

2 nights 3 nights 4 nights 5 nights 6 nights 7 nights 8 nights 9 nights



Deluxe Guest Room, 1 King

[Save room](#)

Enjoy an ultra-chic stay in this modern room, adorned with a copper and oak design, fine linens, unique artwork and a lavish marble bathroom, offering a truly luxurious stay

32m²

[View amenities & policies](#)

Deluxe Room, One King Bed

- Daily US\$50 dining credit to use across four bars and restaurants
- Welcome drink per adult at Denim, Yolan Bar or Four Walls (select nights)
- Included nightly US\$37 hotel amenity fee, plus enhanced Wi-Fi and yoga classes
- Guaranteed 2pm late checkout
- Inclusions valid for two guests

Save up to 62%

2 nights from

A\$859 total with LUXPLUS+

Non-member A\$899

Includes taxes & fees

Valued up to A\$2,403

Earn from 2,300 pts + 39 status credits

[Check availability](#)



Deluxe Guest Room, 2 Queen

Experience vibrant city views from this elegantly appointed room, featuring two plush queen beds, distinctive artwork and a lavish marble bathroom, all accented with copper and brown leather touches

36m²

[Save room](#)

[View amenities & policies](#)

Deluxe Room, Two Queens Upgrade

- Daily US\$50 dining credit to use across four bars and restaurants
- Welcome drink per adult at Denim, Yolan Bar or Four Walls (select nights)
- Included nightly US\$37 hotel amenity fee, plus enhanced Wi-Fi and yoga classes
- Guaranteed 2pm late checkout
- Inclusions valid for two guests

Save up to 53%

2 nights from **A\$899** total with LUXPLUS+
Non-member A\$999
Includes taxes & fees
Valued up to A\$2,403

Earn from 2,200 pts
+ 37 status credits

[Check availability](#)



Executive King, Guest Room, 1 King, High Floor

Enjoy a refined retreat in this elevated room, featuring skyline views, custom furnishings, Italian linens, rich leather accents, curated artwork, and a spacious marble ensuite for ultimate luxury

32m²

[Save room](#)

[View amenities & policies](#)

Executive Room, One King Bed

- Daily US\$50 dining credit to use across four bars and restaurants
- Welcome drink per adult at Denim, Yolan Bar or Four Walls (select nights)
- Included nightly US\$37 hotel amenity fee, plus enhanced Wi-Fi and yoga classes
- Guaranteed 2pm late checkout
- Inclusions valid for two guests

Save up to 59%

2 nights from **A\$949** total with LUXPLUS+
Non-member A\$1,049
Includes taxes & fees
Valued up to A\$2,528

Earn from 2,300 pts
+ 39 status credits

[Check availability](#)



Deluxe Suite, 1 Bedroom Suite, 1 King

Be treated to home-away-from-home comforts in this expansive suite, boasting a plush king bed, separate living area with a record player and a luxurious ensuite bathroom decked in Italian marble with a deep soaking bathtub

47m²

[Save room](#)

[View amenities & policies](#)

Deluxe Suite, One Bedroom Upgrade

- Daily cocktail per adult at The Lobby Bar, Denim or Four Walls (select nights)
- Daily US\$50 dining credit to use across four bars and restaurants
- Included nightly US\$37 hotel amenity fee, plus enhanced Wi-Fi and yoga classes
- Guaranteed 2pm late checkout
- Inclusions valid for two guests

Save up to 54%

2 nights from **A\$1,299** total with LUXPLUS+
Non-member A\$1,439
Includes taxes & fees
Valued up to A\$4,028

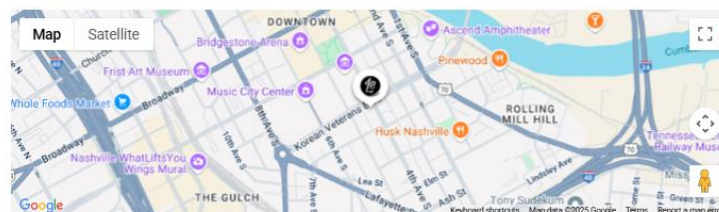
Earn from 3,100 pts
+ 52 status credits

[Check availability](#)

*Price is indicative and based on sample return fares (inclusive of booking fees on Low Cost Carriers). To view live pricing, conduct a full search. Luxury Escapes full Terms and Conditions apply.

[Location](#)
[Facilities](#)
[Fine Print](#)
[Reviews](#)

Location



The Joseph, a Luxury Collection Hotel, Nashville
401 Korean Veterans Boulevard, Nashville, Tennessee 37203, United States of America

See the South Post Campaign report: Concrete Playground



GATE 7 **CONCRETE
PLAYGROUND®**

SEE THE SOUTH

Post Campaign Report

Director of Tourism Development
Penny Brand
E: Penny@gate7.com.au

Director of Public Relations
Jacob Annesley
E: jacob@gate7.com.au

Gate 7 Pty Ltd
Suite 102
13-15 Wentworth Avenue
Sydney NSW 2000
Australia

Executive Summary

The 'See The South' campaign, delivered in partnership with Concrete Playground, promoted the rich cultural experiences of nine Southern U.S. states, Alabama, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, and West Virginia, to Australian travelers.

Framed around four key pillars: Music, Road Trips, Great Outdoors, and Food & Drink, the campaign drove strong engagement through a multi-channel approach. With over 1.5 million impressions, 839,000+ reach, and strong content and video views, the campaign outperformed key benchmarks and built meaningful awareness.

Strategic content delivery across a dedicated hub, four editorial features, social amplification, a custom video reel, and a bespoke EDM - ensuring each state was authentically represented while presenting the South as a soulful, diverse, and must-visit destination for Australians.

1.5m+
Impressions

839k+
Australians Reached

437k+
Video views

41k+
Articles reads

GATE 7

Campaign Overview



About Concrete Playground

Concrete Playground is a trusted, premium lifestyle publisher that inspires culturally curious audiences to elevate their leisure time.

With a strong track record in travel storytelling and e-commerce integration, Concrete Playground is a go-to partner for tourism campaigns across Australia and beyond.



81%

Say CP has inspired them to travel

40%

Use CP as a key trip-planning resource

94%

Of the audience take at least one trip per year

96%

Have travel plans within the next 12 months

GATE 7

Campaign Purpose

See the South was designed to connect with Australian travelers by highlighting the South's most compelling tourism experiences, structured around four editorial pillars.



Music



Food



The Outdoors



Road trips

GATE 7

Campaign Purpose

The campaign ran from February to March 2025 with a multi-format mix across the following content outputs:

- **Editorial Articles:** Four long-form, themed features (Music, Road Trips, Outdoors, Food & Drink), each showcasing experiences from all nine Southern states.
- **Content Hub:** A dedicated, co-branded landing page housing all campaign content and serving as the central destination for traffic.
- **Video:** A 60-second social reel featuring one must-do music experience per state, tailored for TikTok and Meta audiences.
- **Social Media:** Sponsored and organic posts across Concrete Playground's Facebook, Instagram, and TikTok in Sydney, Melbourne, and Brisbane.
- **EDMs:** One national solus EDM and 12 city-based newsletter inclusions spotlighting the campaign hub and articles to drive click-throughs.

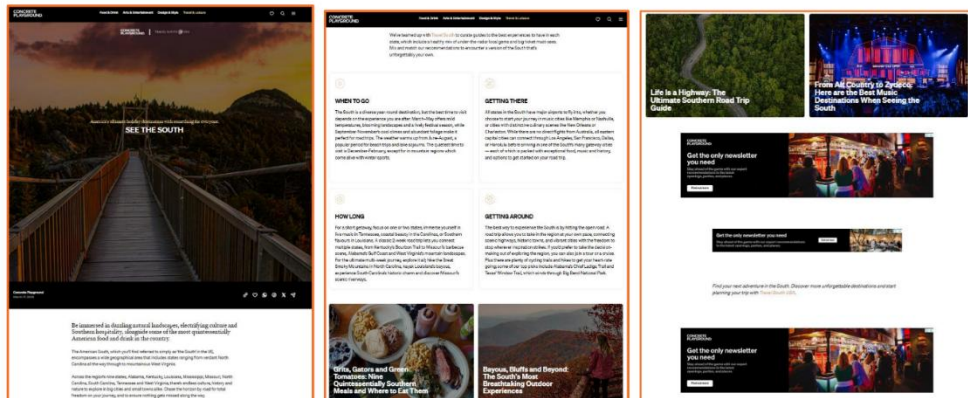
GATE 7



Content Outputs



Bespoke Content Hub



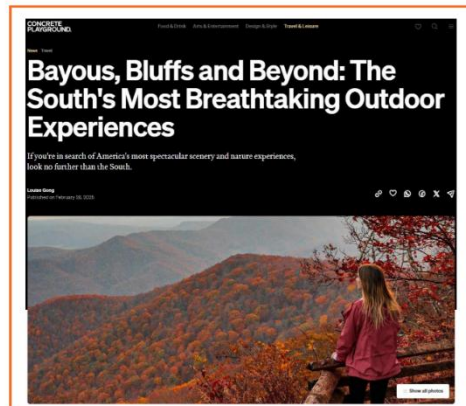
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Editorial Articles



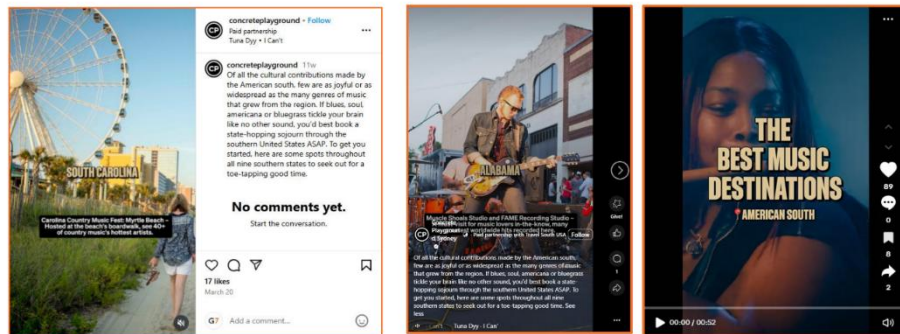
GATE 7

Editorial Articles



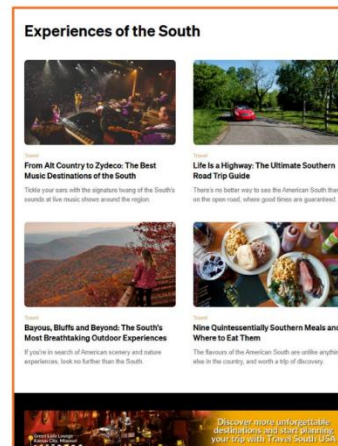
GATE 7

Social Content



GATE 7

Solus EDM



GATE 7

Campaign Performance



PERFORMANCE SUMMARY

METRICS	GOAL	DELIVERY	PACING	✓	Exceeded delivery goals across all core metrics
CONTENT READS	40,000	41,001	102.50%	✓	839K+ reach, meaning the campaign was seen by more than double the targeted unique users
VIDEO VIEWS	403,714	437,533	108.38%	✓	1.5M+ impressions reflect strong visibility across editorial and social placements
CAMPAIGN IMPRESSIONS	857,694	1,504,201	175.38%	✓	Video views surpassed target just one week after going live
ESTIMATED REACH	415,107	839,337	202.20%	✓	Balanced representation of all nine Southern states

BRANDED CONTENT

ARTICLE	TARGET VIEWS	CONTENT READS	PACING
From Alt Country to Zydeco: Here are the Best Music Destinations When Seeing the South	40,000	8,986	102.50%
Life Is a Highway: The Ultimate Southern Road Trip Guide		6,770	
Bayous, Bluffs and Beyond: The South's Most Breathtaking Outdoor Experience		9,111	
Grits, Gators and Green Tomatoes: Nine Quintessentially Southern Meals and Where to Eat Them		8,916	
See The South Content Hub		7,218	
TOTAL	40,000	41,001	102.50%

GATE 7

VIDEO CONTENT							
PRODUCT	TARGET VIEWS	VIDEO VIEWS	PACING	IMPRESSIONS	REACH	ENGAGEMENTS	CTR
See The South Instagram Video	403,714	72,811	108.38%	142,121	72,438	103	0.14%
See The South Facebook Video		245,870		410,749	134,555	167	0.07%
See The South TikTok Video		118,852		119,523	61,225	656	0.55%
TOTAL	403,714	437,533	108.38%	672,393	268,218	926	0.25%

DISPLAY ADVERTISING					
PRODUCT	TARGET IMPRESSIONS	IMPRESSIONS	PACING	CLICKS	CTR
ROS Display	180,000	179,990	107.04%	65	0.04%
Article Sponsorship		12,675		6	0.05%
TOTAL	180,000	192,665	107.04%	71	0.04%

FACEBOOK AMPLIFICATION			
HEADLINE	REACH	IMPRESSIONS	ENGAGEMENTS
From Alt Country to Zydeco: Here are the Best Music Destinations When Seeing the South	32,363	37,832	30
Life Is a Highway: The Ultimate Southern Road Trip Guide	31,400	36,261	21
Bayous, Bluffs and Beyond: The South's Most Breathtaking Outdoor Experience	49,383	60,625	43
Grits, Gators and Green Tomatoes: Nine Quintessentially Southern Meals and Where to Eat Them	51,517	58,648	40
See The South Content Hub	55,734	63,273	63
TOTALS	220,397	256,639	197

INSTAGRAM AMPLIFICATION			
HEADLINE	REACH	IMPRESSIONS	ENGAGEMENTS
From Alt Country to Zydeco: Here are the Best Music Destinations When Seeing the South	72,824	82,986	40
Life Is a Highway: The Ultimate Southern Road Trip Guide	58,177	61,074	32
Bayous, Bluffs and Beyond: The South's Most Breathtaking Outdoor Experience	76,375	85,902	42
Grits, Gators and Green Tomatoes: Nine Quintessentially Southern Meals and Where to Eat Them	83,066	86,898	47
See The South Content Hub	60,280	65,644	25
TOTALS	350,722	382,504	186

NEWSLETTER AMPLIFICATION				
TOPIC	MARKET	# OF SENDS	OPEN RATE	OPENS
From Alt Country to Zydeco: Here are the Best Music Destinations When Seeing the South	Sydney	91,017	18.40%	16,747
	Melbourne	30,603	12.40%	3,795
	Brisbane	20,220	12.40%	2,507
Life Is a Highway: The Ultimate Southern Road Trip Guide	Sydney	90,651	18.40%	16,680
	Melbourne	30,541	16.80%	5,131
	Brisbane	20,160	16.80%	3,387
Bayous, Bluffs and Beyond: The South's Most Breathtaking Outdoor Experience	Sydney	90,492	23.50%	21,266
	Melbourne	30,467	17.40%	5,301
	Brisbane	20,084	18.40%	3,695
Grits, Gators and Green Tomatoes: Nine Quintessentially Southern Meals and Where to Eat Them	Sydney	90,234	19.90%	17,957
	Melbourne	30,381	17.70%	5,377
	Brisbane	20,010	18.80%	3,762
TOTALS		564,860	17.58%	105,605

SOLUS EDM					
TOPIC	MARKET	# OF SENDS	CLICKS	OPEN RATE	OPENS
See The South	Sydney	90,640	315	22.50%	20,394
	Melbourne	30,544	93	21.80%	6,659
	Brisbane	20,145	43	21.30%	4,291
TOTALS		141,329	451	21.87%	31,343

GATE 7

Auckland Media Meetings & Luncheon



Travel USA Arkansas



THINGS TO SEE & DO

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

ROARK BLUFF

Ozarks, Arkansas

Roark Bluff, located along the Buffalo River in Arkansas, offers stunning panoramic views of the surrounding Ozark Mountains. Known for its towering cliffs, it's a popular spot for hiking, rock climbing, and photography. Visitors can access the bluff via a scenic trail, which provides breathtaking vistas of the river below and dense forestland. It's an excellent destination for outdoor enthusiasts, offering a peaceful, natural escape in one of Arkansas' most beautiful areas.



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.*



EXPLORE ARKANSAS- COMING SOON

We are busy creating our Explore Arkansas 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](#)



INTERESTED IN FINDING OUT MORE?

Contact us now for expert travel advice and personalised trip planning assistance.

[ENQUIRE NOW](#)



CITIES & REGIONS

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



LITTLE ROCK

Little Rock blends history, culture, and natural beauty. Visit the Clinton Presidential Library, explore the historic Central High School, or stroll the River Market District. Hike Pinnacle Mountain, enjoy the Arkansas River Trail, and experience Southern hospitality in this charming capital city ...



FAYETTEVILLE

Fayetteville is a vibrant college town nestled in the Ozarks. Home to the University of Arkansas, it boasts a lively Dickson Street, scenic trails, and historic sites like the Clinton House Museum. Explore Mount Sequoyah, Razorback Greenway, and the charming Fayetteville Farmers' Market ...



HOT SPRINGS

Hot Springs is famous for its natural thermal waters, historic Bathhouse Row, and Hot Springs National Park. Visitors can soak in traditional bathhouses, explore scenic hiking trails, and stroll the charming downtown filled with shops, restaurants, and galleries. It's a perfect mix of relaxation and adventure ...

[VIEW MORE](#)

FESTIVAL & EVENTS

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



EVENT

NTL CHUCKWAGON RACE

Location: Clinton, Arkansas

Date: 23 – 31 August 2025

The National Chuckwagon Races is an exciting annual event held in Clinton, featuring thrilling horse-drawn chuckwagon races, rodeo competitions, and live music. It celebrates Western heritage with a fun-filled atmosphere, attracting visitors from across the country for family-friendly entertainment.

Contact Travel USA for more details or click on the



FESTIVAL

BIKE BLUES & BBQ FESTIVAL

Location: Rogers, Arkansas

Date: 01 – 04 October 2025

Bikes, Blues & BBQ is a major motorcycle rally held annually in Rogers. Founded in 2000, it features live music, custom bikes, and delicious barbecue. The event supports local charities, drawing thousands of attendees and riders each year for a fun, community-driven experience.

Contact Travel USA for more details or click on the



FESTIVAL

MOMENTOUS

Location: Bentonville, Arkansas

Date: 10 – 11 October 2025

Experience Momentous – a two-night electronic music festival in Bentonville blending EDM, DJ sets, live performances, immersive rave experiences, food pop-ups, and global talent. Celebrate where digital beats meet real-world energy. Don't miss this electrifying celebration of modern sound.

Contact Travel USA for more details or click on the



NOT QUITE WHAT YOU'RE LOOKING FOR?

Our packages and featured 'things to see and do' have been created to excite, inspire and inform Kiwi travellers about what we recommend they do when travelling to the USA. All of these can be personalised to your individual needs and preferences. Contact us to discuss your requirements so we can work together to create the perfect adventure for you.

CONTACT US



All Y'all are Welcome Concert



■ Resource Centre Updates

What's On:

 August 6, 2025 Happy Together Tour 2025 Get ready to relive the golden era of pop and rock as the Happy Together Tour 2025 rolls into Nashville! This nostalgic musical journey features an all-star lineup of '60s and '70s legends, promising an evening filled with timeless hits and unforgettable performances. With over 55 Billboard Top 40 hits performed live, this tour is a must-see for fans of classic pop and rock music. Don't miss this chance to experience the magic of these legendary artists on one stage. (more...)	 July 26, 2025 Africatown Heritage House Culture Fest Join the Africatown community in Mobile, Alabama, for the second annual Culture Fest, a vibrant celebration of African American heritage, resilience, and creativity. Hosted at the Africatown Heritage House, home to <i>Clotilda: The Exhibition</i>, this free, family-friendly event offers an afternoon of cultural immersion and community connection. (more...)
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Whats New:

The MICHELIN Guide lands in the American South

The MICHELIN Guide has announced its first-ever regional edition for the American South, marking a major milestone for the area's culinary scene. This new guide will spotlight restaurants across Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Georgia (via the existing Atlanta Guide), moving beyond major cities to uncover the rich food culture of the region. Travel South USA is proud to support this historic initiative, which celebrates the South's diverse flavours and exceptional culinary talent on a global stage.

[LEARN MORE](#)

Hotel Richemont - Charleston, SC

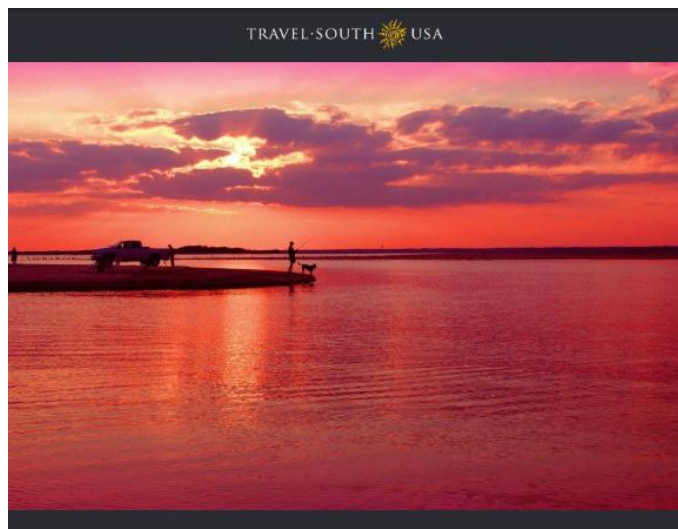
Opened on 19 June 2025, Hotel Richemont is a boutique hotel located on Society Street near King Street in Charleston. The 25-room establishment offers interiors designed to evoke the feeling of a private home, featuring local art, custom furniture, and original design elements like a preserved bank vault door. The hotel also houses the Two Bit Club, a Vietnamese-inspired restaurant and bar led by executive chef Jelo Tria.

[LEARN MORE](#)

Newsletters – Free things to do while in the South

TRADE Newsletter – Recipients: **4035** Open Rate: **1162 (28.80%)**

PR Newsletter – Recipients: **373** Open Rate: **184 (49.33%)**



From soulful music and historic landmarks to beachside escapes and scenic hikes, the Southern U.S. is filled with unforgettable experiences that won't cost you a thing.

Whether you're planning your next road trip or looking to stretch your travel budget, these free activities across the South prove that adventure, culture and charm don't need a price tag. Scroll through for inspiration and start planning your Southern getaway.

Free things to do while in the South



WEST VIRGINIA **Chasing Waterfalls**

Experience the natural beauty of West Virginia by exploring its breathtaking waterfalls and earning exclusive rewards along the way. The West Virginia Waterfall Trail features a range of cascades, from roadside stops to falls reached by scenic hikes. Adventurers of all levels can enjoy the stunning views. Simply register for a free mobile passport and check in at designated spots to collect unique West Virginia Waterfall Trail gear while discovering the state's most picturesque landscapes.

West Virginia Waterfall Trail

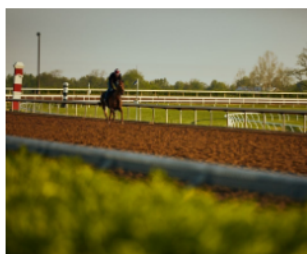


ALABAMA

Southern Shores

Looking for free things to do while exploring the South? Alabama's Gulf Coast delivers sun, sand, and savings. In Gulf Shores and Orange Beach, enjoy sugar-white beaches, warm turquoise waters, and gentle Gulf breezes, no ticket required. Whether you're catching a sunrise, packing a picnic, or simply soaking up the views, these public beaches offer a luxurious experience without the price tag. It's the perfect Southern escape for families, couples, or solo travelers wanting beauty, relaxation, and budget-friendly adventure.

The Gulf Coast



KENTUCKY

Trackside Thrills

When looking for free and fun activities, don't pass up Kentucky horseracing. Start your morning at Keeneland in Lexington, where visitors can watch thoroughbreds train daily. As Derby season approaches, Churchill Downs' "Dawn at the Downs" gives an early look at the stars of the track. For even more action, head to Red Mile, Oak Grove or Cumberland Run, where harness racing brings the excitement with free admission and plenty of Southern spirit.

Kentucky Horseracing



RHYTHMS OF THE SOUTH

Atlanta, Nashville, New Orleans

Atlanta, Nashville and New Orleans each offer a wealth of free experiences. In Atlanta, enjoy Piedmont Park, the Beltline, historic sites like the MLK Jr. National Historical Park, and seasonal festivals. Nashville delights with live music on Honky Tonk Highway, scenic vineyard picnics, free museums and green spaces like Centennial Park. New Orleans captivates with French Quarter street performances, Frenchmen Street music venues, free jazz concerts, historic walking tours, and cultural attractions like City Park and the Sazerac House.

Cost-Free South



TENNESSEE

Timeless Tennessee

The Tennessee State Museum in Nashville is one of the state's cultural treasures, offering a rich look into over 13,000 years of Tennessee history. Through permanent and rotating exhibits, educational programs and cultural events, visitors can explore the stories of the land and its people from prehistoric times to today. The collection includes art, furniture, textiles and photographs created by Tennesseans. Consistently ranked among Nashville's top museums, it provides a meaningful, free experience for all.

Tennessee State Museum



SOUTH CAROLINA

Coastal Escape

South Carolina's beaches offer free public access to some of the most beautiful stretches of the Atlantic coast. From the lively energy of Myrtle Beach and Folly Beach to the natural charm of Hunting Island and Edisto Beach, there's something for every type of traveller. Enjoy swimming, walking, fishing or simply relaxing in the sea breeze. With no entry fees, South Carolina's shores are perfect for families, solo visitors or spontaneous day-trippers seeking budget-friendly coastal escapes.

South Carolina Beaches



NORTH CAROLINA

Scenic Savings

North Carolina offers a variety of free experiences showcasing its natural beauty and rich culture. Drive the scenic Blue Ridge Parkway for mountain views, waterfalls and picnic spots. Visit Dry Falls near Highlands to walk behind a 75-foot cascade. In the Great Smoky Mountains, Cataloochee Valley is ideal for spotting wild elk. Along the coast, Cape Hatteras and Cape Lookout National Seashores offer beachcombing, lighthouse views and peaceful walks along unspoiled dunes.

Blue Ridge Parkway



LOUISIANA

Festival Finds

Looking for something to do without needing to spend a dime? Louisiana has you covered with unique, music-filled experiences. With over 400 festivals held throughout the year, many are completely free and full of local flavour. Catch live jazz at Satchmo SummerFest or celebrate global cultures at Festival International de Louisiane. Cities like Baton Rouge and Lafayette keep the beat going with weekly concert series. Wherever you go, expect great music, good vibes and plenty of fun.

Louisiana Festivals



MISSISSIPPI

Historic Highlights

In Jackson, Mississippi's capital, visitors can explore two standout cultural institutions for free every Sunday: the Mississippi Civil Rights Museum and the Museum of Mississippi History. These side-by-side museums tell the story of the state's complex past through powerful exhibits, personal narratives and interactive displays. From the civil rights movement to early statehood, the museums offer an engaging and educational experience. Pair your visit with a stroll through Jackson's vibrant public art scene in the Fondren neighbourhood.

Civil Rights Museum



MISSOURI

Park Perks

Forest Park is a must-visit for anyone heading to St. Louis, especially those seeking a budget-friendly getaway. Larger than Central Park, it draws over 12 million visitors each year with its scenic landscapes and wealth of free attractions. Explore the Saint Louis Zoo, Art Museum, History Museum and Science Center without spending a cent. Catch a show at The Muny, where free seats are available nightly. With so much to do, Forest Park delivers serious value.

Forest Park

FIND OUT MORE



CONTACT INFO

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

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Explore more of Gate 7's destinations.
[Manage your subscriptions here.](#)

Market Update

Economic & Market Update

The following economic announcements were made in June:

- Prices rose by 2.1% in the year to May, according to new figures from the Australian Bureau of Statistics (ABS). The annual trimmed mean (the rate of inflation once you remove extreme price changes on either side) decreased from 2.8% to 2.4%. This is the lowest rate since November 2021, and a strong indication that more interest rate cuts are soon to follow. [Source.](#)
- 4.1% The rate of unemployment for this month. It has held steady for a fifth consecutive month, according to the latest figures from the Australian Bureau of Statistics (ABS). [Source.](#)
- The economy grew by 0.2% in the first three months of 2025, according to the latest Australian Bureau of Statistics (ABS) figures. Data for the year to March shows 1.3% economic growth. ABS head of national accounts Katherine Keenan called the results “soft”. She attributed a quarterly drop in government spending to “the largest detraction from growth” since 2017. Extreme weather events between January and March were also blamed for slow growth across tourism and trade. However, Aussies are saving more, according to the ABS’ “household saving to income ratio,” which increased from 3.9% in December to 5.2% in the March quarter. Disposable income before tax also rose by 2.4% in the quarter, outpacing a 1% increase to household spending. [Source.](#)
- The minimum wage will increase by 3.5% from 1 July, in a decision handed down by the Fair Work Commission (FWC). The current hourly minimum wage for adults over 21 will increase from \$24.10 to \$24.95. While few people (roughly 1%) are paid this actual minimum wage, the decision flows through to other industry awards, impacting around 3 million workers in Australia. [Source.](#)
- Australian visitation to the USA continued to hold steady in May, with 91,191 arrivals up 1% for the month compared to last year, and year to date tracking flat YOY. Australia was ranked as the 9th largest long-haul market for the month, and year to date the 8th largest long-haul market. New Zealand visitation also remains steady with 21,028 arrivals down 5% on May last year and year to date flat YOY. (Source i94 arrivals).
- The states that form Travel South unfortunately had a softer month in May, with 3,905 Australians listing a Travel South state as their first intended address, down -7% on last year, but +2% YOY arrivals (Source i94 arrivals).

Tour Operators & Travel Agencies

- Envoyage has bolstered its Global Product Leadership Team with three new appointments. This expansion aims to enhance their product offerings and support growth in international markets, signaling a commitment to providing diverse travel solutions. [Source](#)
- Luxury Escapes has officially launched in New York, with plans to expand into Mexico, the Caribbean, and across the US, while also enhancing its tech offering with a next-gen trip planner and upcoming flight booking capabilities for agents. [Source](#)
- Australia is one of several new markets for The Luxurist, a startup B2B hotel link providing travel agents with access to a network of ultra-luxury hotels. Launched early this year, The Luxurist is already live in six countries and is now expanding to five more, plus GCC nations. The Luxurist is integrated with Bedsonline and offers a network of 5,000 luxury hotels, plus 24/7 concierge team, real-time room booking and management, and exclusive amenities for clients. [Source](#)

- Webjet appoints Oonagh Flanagan as new chief marketing officer. Flanagan will help advance the group's FY30 strategic priorities across marketing, loyalty, digital platforms, and ecommerce, including a refresh of the Webjet OTA brand, set to launch later this year. Flanagan's role will focus on data-driven insights and marketing technologies to enhance Webjet's customer experience and connection. [Source](#)

Traveler Insights

- A Wise x YouGov survey showed 70 per cent of Aussies reported feeling disappointed with social media travel recommendations and almost two thirds (59%) would be wary of the in the future. 72 per cent of Gen Z use social media for travel planning, but 81 per cent felt misled or letdown by travel recs sourced from popular platforms. [Source](#)
- The ING x YouGov survey found Australian travellers spent an average of \$1,477 on food and dining while travelling overseas, which equates to more than \$12 billion in the past 12 months. 75 per cent of Aussies rank local cuisine and immersive food and dining as a top travel priority, second only to budget. [Source](#)
- More Aussies are seeking adventure tourism experiences according to new findings from Big Red's Group's Seasonal Experiences index: Autumn 2025 report, which analyzed booking data taken from 200,000 experiences taken between 01 Mar – 31 May. [Source](#)
- Regional Australians are among the country's most active and affluent travellers, with 74% having travelled in the past year and 41% already booked their next trip, according to ACM's latest travel research. Despite nearly 10 million Australians living outside metro areas and 86% being airline loyalty members, this high-value audience remains largely overlooked by advertisers. With 72% currently researching international trips and a strong appetite for immersive experiences like cruising, train travel and food-focused journeys, regional travellers represent a significant untapped opportunity for brands. [Source](#)

Air Lift

- American Airlines will launch its new Boeing 787-9P on the Brisbane-Dallas/Fort Worth route from 26 October 2025. The aircraft features upgraded Flagship Suites with lie-flat seats, privacy doors, and Bluetooth connectivity. Passengers in all cabins will have access to enhanced comfort, including 4K screens, improved seating, and modern amenities. [Source](#)
- Air New Zealand is intensifying competition with Qantas in the Australia-US business travel sector by adding over 30,000 seats to North America this year, marking an 8% capacity increase, including a 15% rise in business class seats. This expansion coincides with the refurbishment of seven Boeing 787-9 Dreamliners, enhancing the airline's premium offerings. The strategic move aims to attract high-yield business travellers and challenge Qantas' market dominance. [Source](#)
- Qantas Group will close Jetstar Asia on 31 July 2025, citing high costs and strong regional competition. The airline is expected to post a loss of A\$35 million this financial year. Up to 500 jobs will be affected, and its 13 Airbus A320s will be redistributed across Qantas' Australia and New Zealand operations. [Source](#)
- Virgin Australia returns to long-haul flying with Sydney–Doha launch in partnership with Qatar; 3 more routes to start soon. [Source](#)

- The NSW Tourism Association has warned that no added funding to the Aviation Attraction Fund in the latest budget risks the visitor economy falling behind other states and territories. The NSW Tourism Association also cited the expansion ambitions of Newcastle Airport and the soon-to-launch Western Sydney Int'l Airport as potential casualties of budget cuts. [Source](#)

Media

- **Meta brings advertising to WhatsApp:** Businesses will be able to run advertisements in the status section of the 'updates' tab. Meta claims 'updates' is used by 1.5 billion people per day, globally. In addition, Meta is introducing channel subscriptions — where users can pay a monthly fee for exclusive access to a given channel, such as a news outlet — and the ability for channels to pay to promote their feeds in the updates tab. [Source](#).
- **Urban List releases 'Where To, Really?'** report urging brands to rethink travel storytelling. Urban List's new *Where To, Really?* report urges travel brands to move away from overly curated marketing and instead focus on authentic, emotionally resonant storytelling, as travellers increasingly crave real, meaningful experiences over trend-driven, aesthetic-first itineraries. [Source](#)
- **Seven builds on cricket momentum with exclusive Major League Cricket deal:** The Seven Network has bolstered its live sport catalogue with the acquisition of exclusive Australian broadcast rights to Major League Cricket (MLC), the United States' flagship T20 competition. Now entering its third season, MLC is the first professional T20 league based in the US, and while it's still building its domestic fan base stateside, it's drawing significant international interest, especially from Australia. [Source](#).
- **Study on Social Media Travel Recommendations:** A Wise x YouGov survey showed 70 per cent of Aussies reported feeling disappointed with social media travel recommendations and almost two-thirds (59%) would be wary of them in the future. The travel money app found travel experiences that did not meet Aussie expectations overseas included misleading restaurant recs (23%), cat-fishing accommodation (28%) and subpar activities (27%). [Source](#).
- **The Australian media sector saw significant structural change this quarter.** Seven West Media finalised its acquisition of Southern Cross Media's remaining TV assets, making it the largest regional broadcaster. Simultaneously, Nine Entertainment reorganised into three new divisions – streaming/broadcast, publishing, and marketplaces, whilst targeting \$50 million in operational savings. [Source](#)
- **Network 10's The Project and ABC's Q+A both aired their final episodes**, marking the end of two flagship current affairs programs and reflecting broader shifts in audience habits and budget priorities. [Source](#)
- **Australians are increasingly turning to social media as their primary news source**, with 26% citing platforms like Facebook, Instagram, TikTok and YouTube as their main access point edging ahead of direct news website visits (23%). While digital-first behaviours grow, traditional TV still leads with 37% of the population naming it as their top news source, especially among older demographics. [Source](#)
- **This shift is prompting publishers to experiment with new formats and partnerships.** News Corp Australia, for instance, acquired the technology behind the SuperCoach fantasy sports platform in June to deepen engagement with younger audiences. The move signals a growing emphasis on niche digital communities and personalised experiences within traditional media portfolios. [Source](#)

Actions

- FY26 Planning
- Helloworld Webinar
- International Showcase Invitations
- New Zealand media meetings & lunch
- Concrete Playground Recap.