

# TRAVEL SOUTH USA



## GLOBAL PARTNER PROGRAM YEAR END REPORT

July 2024 – June 2025

*Welcome All Y'all!*



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## OVERVIEW

10 newsletters were distributed between September 2024 and June 2025, each promoting all 8 TSUSA destinations.

Themes ranged from sports, winter experiences, girls' getaways, music festivals, savvy traveler tips, Instagrammable spots, luxury on a budget, and free things to do.

Average open rate: 33% (highest in September 2024 with 53.30%).

### Training, Co-ops & Events

\_234 trade meetings and over 2.500 agents trained.

\_Customized online training sessions were delivered to high-end bespoke travel agencies.

### Key Trade Events

Brazil Mission 2025 – (Rio de Janeiro and São Paulo, February 2025): The TSUSA delegation hosted meetings, receptions, and booth activations, resulting in 70 media and trade interactions. Coverage reached 25.3K Estimated views and 1.12M audience.

Travel South USA International Showcase (Atlanta, Dec 2024): 10 Brazilian buyers and 1 journalist participated, receiving strong feedback. Coverage reached 26.1K Estimated Views and 1.03M Audience.

**Various B2B roadshows and trainings** (Ribeirao Preto, Bauru, São José do Rio Preto): engaged 120+ travel professionals.

### Visit USA-Brazil Partnership

- Attended workshop in São Paulo and the Visit USA Training Day (August 2024). And reaching 400 on training day.

## II. Media Activities

### Performance Highlights

\_590 articles published, reaching nearly 39.7 million impressions.

\_Notable surges in January (5.5M) and February (5.3M).

\_Publications include O Globo, Folha de São Paulo, Exame, Terra, MSN, IG, and R7.

### Press Releases

\_10 press releases were issued, each featuring 8 TSUSA states.

\_Topics matched trade newsletter themes. Average open rate: 21,89%.

## IV. Conclusion & FY26 Outlook

Observations:



Demand for immersive travel, Portuguese-speaking services, and sustainable tourism is on the rise.

TSUSA destinations are seen as unique and authentic, drawing repeat travelers.

### **Market Context:**

2024: 1.6M Brazilian travelers to the U.S. (record high)

Early 2025 (Jan-Mar) Monthly arrivals ranged from approximately 124k to 170k, consistently placing Brazil in the top five overseas markets.

FY24 Total: ~ 1.6 million Brazilian visitors

Projected FY25: ~1.7 million – 1.8 million arrivals (+9.3% YoY)

- Sustained high performance: Brazil consistently sends ~150–170k visitors per month.
- Strong growth momentum: The expected +9.3% YoY growth in 2025 implies roughly 210k more Brazilian arrivals compared to 2024.
- Planning implications: For business and marketing strategies targeting the period July 2024–June 2025, plan for approximately 1.8 million Brazilian arrivals—with peak months like January reaching around 170k.

### **Strategic Priorities for FY26:**

Maintain the shared services model.

Expand the “Welcome All Y’all” message.

Participation in the TSUSA Showcase (Kansas City, Dec 2025) - 10 operators confirmed.

Participation in TSUSA Global Media Marketplace (Mobile, AL, April 2026)



# I. TRADE ACTIVITIES

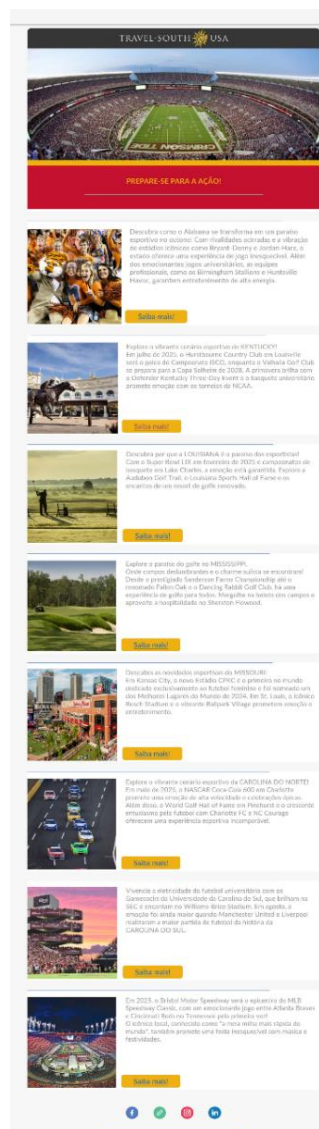
## TRADE NEWSLETTERS

Monthly Newsletters (September 24 to June 25)

**September24:** Sports–Professional & College

Contacts: 13.490

Open Rate: 53,30% - Clicks: 1%



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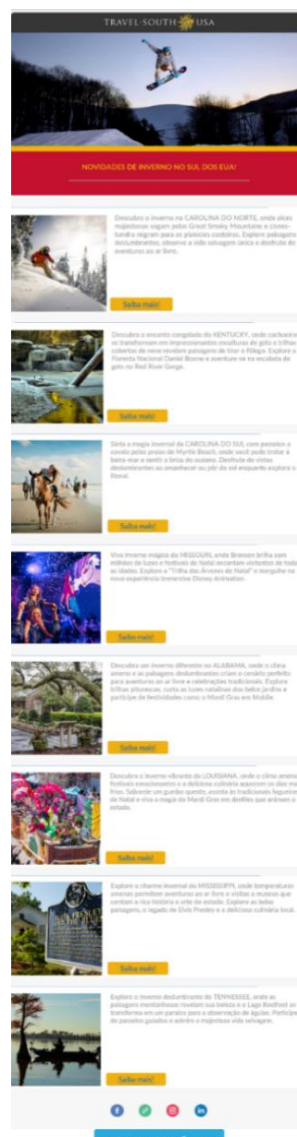
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**October24:** Winter in the South – who knew?

Contatcs: 13.318



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## November 24: Girls Getaway Ideas

Contacts: 13.243

Open Rate: 32,30% - Clicks: 0,6%



VIAGEM COM AS AMIGAS? INSPIRE-SE COM ESSAS IDEIAS

**ALABAMA** é o destino perfeito para uma escapada feminina, apreciando charme, luxo, acessível e experiências para todos os gostos. De resorts de frente para a água a aventuras em paisagens deslumbrantes e antigas, de férias, a cidade oferece o cenário ideal para criar memórias inesquecíveis com amigas.

[Saber mais](#)

Beaufort, **CAROLINA DO SUL**, é o destino perfeito para uma escapada cheia de charme sulista, onde história, relaxamento e aventura se encontram. Descubra maravilhas históricas, paisagens paradisíacas e a rica cultura local enquanto relaxa na atmosfera cultural da região. Pronto para explorar Beaufort?

[Saber mais](#)

A **LOUISIANA** é o destino perfeito para uma escapada entre amigas, repleta de charme, boa comida e muita diversão. De Nova Orleans a Lafayette, descobra música, vida noturna, campos exclusivos e paisagens deslumbrantes que garantirão momentos inesquecíveis.

[Saber mais](#)

O **MISSISSIPPI** é o destino perfeito para uma escapada feminina, comendo e bebericando, história rica e experiências únicas. De pontos turísticos ao longo do Rio Mississippi a culinária deliciosa em Greenwood, as aventuras culturais em Jackson e relaxamento no Biloxi, há algo para todos. Entregue-se a uma jornada e descubra o que torna o Mississippi inesquecível.

[Saber mais](#)

Charleston, na **CAROLINA DO NORTE**, é o destino perfeito para uma escapada feminina, onde o luxo, a cultura e a diversão se encontram. Relaxe com travesseiros no V Luxe Signature Inn, explore vilas em vilas encantadoras e explore o vibrante cenário artístico e gastronômico da cidade. Com acomodações sofisticadas e experiências inesquecíveis, Charleston é o lugar ideal para um fim de semana entre amigas.

[Saber mais](#)

Prepare-se para uma escapada com amigos repleta de paisagens encantadoras e vinho delicioso no **KENTUCKY**. Novos vinhos em meio à cultura e diferentes vinícolas a momentos únicos de diversão e degustação.

[Saber mais](#)

Memphis, **TENNESSEE**, é o destino ideal para um fim de semana inesquecível com as amigas. Boa música, cultura local, pontos turísticos e muita história. Explore a charmosa orla do Rio Mississippi, deslize no rio para relaxar e aproveitar o momento em um brunch especial.

[Saber mais](#)

Prepare-se para uma escapada inesquecível no novo resort Omni at Lighthouse, no lado dos Ozarks, **MISSOURI**. Com tudo o que há de bom, as opções encantadoras e a paisagem natural dos Ozarks, esse destino promete diversão e relaxamento em meio à natureza.

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## December 24: Music Concerts & Festivals

Contatcts: 12.904

Open Rate: 31,30% - Clicks: 1%



FESTIVALS E SHOWS IMPERDÍVEIS

Decidindo o encanador Sand in My Boots Festival em Gulf Shores, **ALABAMA** inspira-se com os pés na areia, surfando através do rio, em uma das ondas e até o céu - uma experiência musical que conecta natureza e talento em um só lugar. Este evento é apenas uma das joias de uma temporada vibrante de festivais no Alabama, onde a música americana se mistura com a hospitalidade sulista e paisagens deslumbrantes. Quer saber mais sobre esse cenário incrível?

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O Evolution Music Festival em St. Louis, **MISSOURI**, é a nova sensação anual que promete agitar o Festival Park. Com shows importantes de grandes artistas como The Killers, Black & Blue, o evento reúne música ao vivo e experiências exclusivas, como um mercado de produtores locais, beer garden, demonstrações culinárias e mais de 30 opções de comidas e bebidas. Quer saber por que o Evolution Music Festival já é um dos favoritos dos fãs?

[Saber mais](#)

A **LOUISIANA** é o berço da música, com sua rica herança que vai de jazz ao blues, rock e muito mais. Seus festivais de primeira mão são uma explosão de vida e cultura, com destaque para o New Orleans Jazz & Heritage Festival e o French Quarter Festival, repletos de experiências inesquecíveis. E não para por aí: de Baton Rouge a Lafayette, a música e a cultura local se misturam para criar uma experiência única. Quer descobrir mais sobre esses festivais vibrantes e a alma musical da Louisiana?

[Saber mais](#)

A **CAROLINA DO NORTE** é um verdadeiro destino para quem busca festivais cheios de cultura, música e sabores inesquecíveis. Do clássico Mountain Dew Music Festival e Rock, ao vibrante Truck Fest com shows e experiências ao ar livre, o estado traz eventos únicos para todos os gostos. Em outubro, o Lexington Bluegrass Festival celebra o melhor da música local, enquanto o Festival dos Ozarks reúne com pipas coloridas e música a melhor música. Quer descobrir o que faz esses festivais tão especiais?

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No **TENNESSEE**, a experiência musical vai além das palcos: no Caverna 2025, você pode curtir shows noturnos dentro de uma caverna subterrânea, com pacotes VIP e tours exclusivos. O Bonnaroo Music & Arts Festival transforma Manchester em um paraíso de música, arte e aventura, enquanto o Rhythm & Blues Reunion em Bristol celebra o nascimento da música country. E não há melhor cenário e assistir a shows em um cenário único em The Caverns?

[Saber mais](#)

O verão no **KENTUCKY** é puro ritmo e diversão! De Bluegrass no Purple Mountain Bluegrass Festival a blues no WC Handy Blues & Barbecue Festival, passando por rock no Louder Than Life, há um festival para cada gosto musical. E não para por aí - os amantes de boa comida também vão adorar inventar como Bourbon & Beyond. Quer saber mais sobre esses festivais incríveis e a rica cultura musical do Kentucky?

[Saber mais](#)

O **MISSISSIPPI** é um destino de festivais repletos de cultura, música e sabores do Sul. Com destaque em março para o Jackson Field and Wine Festival, os eventos seguem com o Blues e o Jazz no Delta Blues and Jazz Festival em Oxford. O verão traz o Delta Festival em Tupelo e o famoso Natchez Festival and Wine Festival, enquanto outubro celebra com o vibrante Crabfest on the Coast Festival. Quer viver essa incrível no melhor da cultura sulista?

[Saber mais](#)

Em dezembro, a **CAROLINA DO SUL** se transforma em um paraíso natalino. De paradas de carros iluminados em Charleston a Myrtle Beach, as paradas encantadoras à luz de velas em Myrtle Beach, até o deslumbrante Night of a Thousand Candles em Brookgreen Gardens. Este ano, a cidade de Charleston oferece a oportunidade de ver o espetáculo mais festivo do Natal em um dos estados mais festivos dos EUA.

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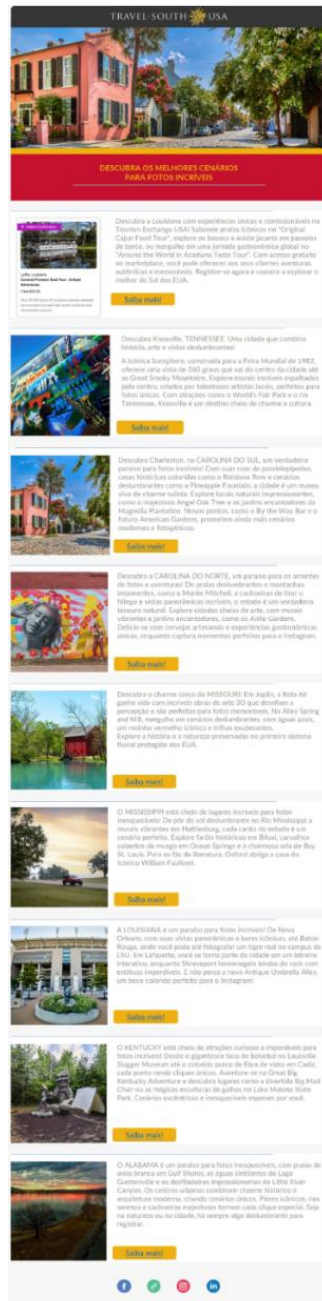




## March 25: Instagram-able Spots

Contacts: 12.534

Open Rate: 27,09% - Clicks: 0,4%



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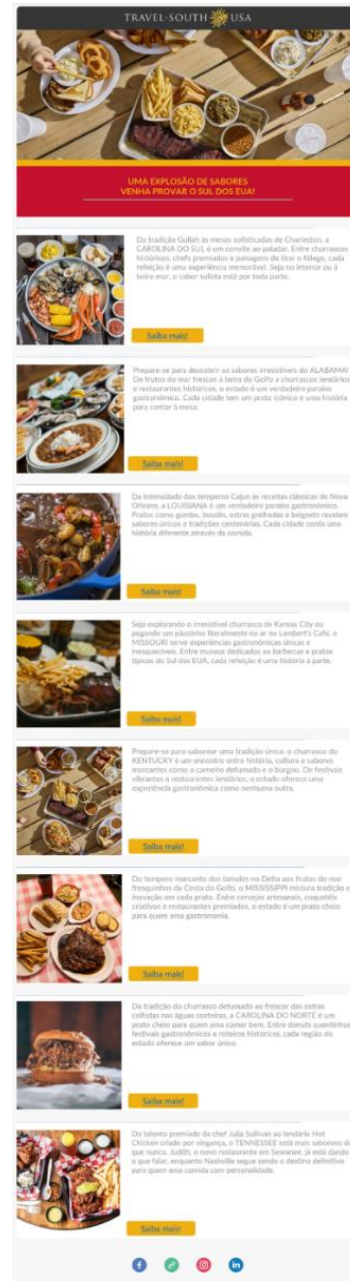
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## April 25: Eating your way thru the South

Contatctcs: 12.362

Open Rate: 27,50% - Clicks: 0,6%



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**May 25:** Luxury experiences for under \$100

Contacts: 12.120

Open Rate: 29,80% - Clicks: 0,6%



**LUXO ACESSÍVEL**  
O MELHOR DO SUL POR ATÉ \$100



Descubra o lado sofisticado da CAROLINA DO NORTE, onde spas terapêuticos, gastronomia refinada e aventuras ao ar livre se unem em experiências luxuosas por menos de US\$100. Imagine relaxar em cavernas de sal, degustar entre Freixas à vontade ou curtir um pôr do sol à beira-mar em um cruzeiro encantador.

[Saiba mais](#)



No TENNESSEE, cada gota conta uma história. Das trilhas de whiskey, brunches charmosos e lojas que moldaram a cultura americana, o estado oferece variedade a viver experiências autênticas e aconchegantes. Que tal descobrir onde nasceu o famoso Jack Daniel's e brindar com um dos melhores whiskeys do país?

[Saiba mais](#)



Descubra o charme do MISSISSIPPI onde luxo e acessibilidade se encontram em experiências inesquecíveis. De maravilhas históricas a spas premiados, passando por passeios de barco e gastronomia refinada, o estado oferece indulgência sem parar no bolso. Imagine relaxar com a beira-mar ou relaxar com um ritual de lavação por menos de US\$ 100.

[Saiba mais](#)



O KENTUCKY é o destino ideal para quem busca experiências sofisticadas, autênticas e acessíveis no coração do Sul dos Estados Unidos. Entre degustações de bourbon raro, spas em castelos e oficinas de arte em vilas, o estado surpreende com vivências inesquecíveis por menos de 100 dólares.

[Saiba mais](#)



Descubra as experiências luxuosas que Charleston, na CAROLINA DO SUL, oferece por menos de US\$100. De jantares exclusivos e degustações de vinhos a passeios de caiaque nas águas costeiras, a cidade promete momentos inesquecíveis. Explore o charme do colonial ou relaxe em um inovador bar do rio flutuante no Wild Dunes Resort.

[Saiba mais](#)



Váje no tempo e descubra o charme rústico de Kansas City, MISSOURI, onde a Lei Seca deu lugar à criatividade, arte e tradição. Explore destilarias premiadas, bares secretos repletos de histórias e hotéis luxuosos que já receberam figuras lendais.

[Saiba mais](#)



O ALABAMA é o destino ideal para quem busca experiências luxuosas sem gastar muito. De vinícolas encantadoras a spas sofisticados, o estado oferece passeios únicos por menos de 100 dólares. Imagine relaxar em um cruzeiro com jantar ao pôr do sol ou aprender receitas icônicas com chefs renomados. Tudo isso com o charme e a hospitalidade do Sul dos EUA.

[Saiba mais](#)

GUIA DE INSPIRAÇÃO 2025

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**June 25:** Free things to do while in the South

Contatcs: 12.218

Open Rate: 30,90% - Clicks: 0,4%




**DIVERSÃO GRATUITA PELO SUL DOS EUA!**




Descubra a CAROLINA DO NORTE, onde montanhas deslumbrantes, cavernas icônicas e praias paradisíacas aguardam por você – tudo com experiências gratuitas que vão encantar sua mente, movimento e cultura. Explore museus, jardins e festivais que revelam a riqueza histórica e artística do estado.

[Saiba mais](#)




História, música, culinária e cultura... tudo de graça na LOUISIANA! Explore locais de filmes icônicos, museus premiados, shows ao ar livre e mais de 400 festivais – sem gastar nada. Descubra como o estado encanta visitantes com experiências raras e autênticas, da rua ao palco, do jazz ao blues. E ainda tem novidade: o Histórico Plaquemine Lock está de volta!

[Saiba mais](#)




Descubra o MISSISSIPPI, onde a cultura vibrante, praias deslumbrantes e vida urbana se encontram – tudo sem gastar nada! Explore trilhas naturais, museus e festivais cheios de música e sabor ao longo da costa e no coração do estado.

[Saiba mais](#)



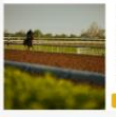
Descubra a história fascinante do TENNESSEE. State Museum em Nashville, onde mais de 12 mil anos de cultura e arte ganham vida em exposições interativas e eventos culturais. Explore histórias locais, desde artefatos pré-históricos até programas liderados por autores locais. Uma experiência rica e envolvente para todos os visitantes por história e cultura.

[Saiba mais](#)




O ALABAMA surpreende com praias paradisíacas, trilhas em meio à floresta e experiências inesquecíveis – tudo isso sem gastar nada. Imagine mergulhar em águas cristalinas, caminhar por trilhas escondidas e admirar paisagens de tirar o fôlego. Para quem busca contato com a natureza, bem estar e aventura com um toque de sofisticação, o Alabama é o destino perfeito. E o melhor: muitas dessas experiências são gratuitas!

[Saiba mais](#)




O KENTUCKY vai muito além do bourbon e dos cavalos: é um convite a experiências únicas que não passam no bolso. De corridas de cavalos gratuitas em jantares históricos a festivais de blues com churrasco sob o céu da noite, o estado surpreende com riqueza cultural e tradicional para todos os gostos. Quer assistir aos finais das competições de Kentucky Derby sem pagar nada? Ou curtir a energia de um dos maiores festivais gratuitos dos EUA? Você precisa conhecer o todo mais autêntico e acessível do Bluegrass State.

[Saiba mais](#)



Descubra as praias gratuitas e paradisíacas da CAROLINA DO SUL, onde o sol e o mar se encontram sem custo algum. Explore também o icônico South City Market, um verdadeiro coração cultural de Columbia, repleto de sabores, arte e música. Conheça o incrível Parque Nacional Congaree, um enorme natural repleto de árvores antigas e trilhas únicas.

[Saiba mais](#)



O MISSOURI é um paraíso para quem ama natureza e cultura – e o melhor: muita coisa é totalmente gratuita! Descubra o novo Bryant Creek State Park, explore trilhas, floradas e cachoeiras, e aproveite atrações icônicas como o zoológico e museus no incrível Forest Park, em St. Louis.

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## TRADE EVENTS

### Orinter & Copa Airlines Roadshow

Training with Orinter and Copa Airlines showcased TSUSA's new hub in Raleigh and focused on GPP partners. Orinter has a significant presence in the cities and was responsible for the excellent mix of agents. The presentation was followed by Dinner or Lunch, and the invited selected group of travel agents enjoyed the training, the sounds, and the flavors of the South.

- **July 10 – São José do Rio Preto**
  - Format: Lunch event
  - Attendance: 34 Travel agents
- **July 10 – Bauru**
  - Format: Dinner event
  - Attendance: 36 Travel Agents
- **July 11 – Ribeirão Preto**
  - Format: Dinner event
  - Attendance: 33 Travel Agents



### August 22 – TBN Búzios (RJ)

TSUSA had an exclusive booth and training room to showcase GPP destinations focusing on the following routes: Coastal (NC - SC) Beer, Bourbon and Whiskey (MO - KY – TN) and Music Route (AL - MS – LA) to drive travel agents from all over Brazil attention to road trips and destination variety. We had three presentation sessions, and giveaways were raffled to the participants. A bonus booth was available (and a logo was inserted) for one-to-one contact with the travel agents during the two days of the encounter. Attendance: **180 travel Agents**





## August 27 – Visit USA (SP)

Visit USA 2024 is the first event from the American consulate's new administration, conducted by Emanuele de Nadal and Nathan Traurig – a new and fresh vision, and a spectacular travel agent selection motivated and inspired to sell the US. The TSUSA educational seminar was held in the morning, with an overall attendance of 763 agents participating in the workshops, training seminars, and the final Afro-tourism Q&A.



The Visit USA event concluded with a special talk featuring culture and heritage tourism, as well as LGBT destinations, to finalize their day of seminars. The talk showcased destination highlights and offered a TSUSA-focused overview of the Civil Rights Trail, receiving immense interest and feedback from the audience.

## September 06 – Brand USA NFL Watch Party (SP)

Travel South USA was proud to take part in the Brand USA – NFL Watch Party, an exclusive event that brought together some of Brazil's top tour operators for a unique evening combining sports, networking, and destination training.

During the event, Travel South USA had the opportunity to present a special session focused entirely on sports tourism across the Southern U.S., highlighting iconic experiences such as the Kentucky Derby, college football culture, NASCAR races, legendary basketball programs, and outdoor sports adventures.

The atmosphere of the NFL Watch Party provided the perfect setting to connect with key industry partners and showcase how sports are deeply rooted in the culture, lifestyle, and tourism offerings of the Southern States. It was a strategic moment to position the region as an exciting destination for travelers seeking adrenaline, tradition, and authenticity.



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### September 16 – EHTL Convention – Atibaia (SP)

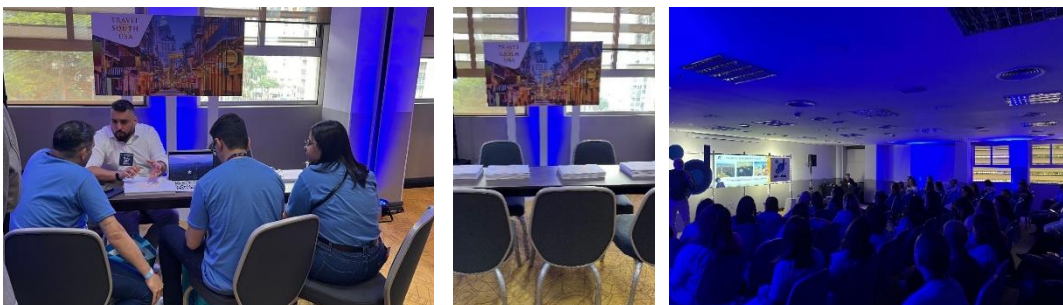
EHTL is an online TO focused on B2B and great travel agent partners. They are realizing their first annual event and inviting over 500 travel agents from distinct regions of Brazil. The participants' interest was responsible for the excellent mix of agents. The presentation took place in a dedicated room divided into three sections, with significant interaction that generated interest and questions. The selected travel agents enjoyed the training, the sounds, and the flavors of the South. EHTL is expanding to other US regions, including new GPP partners such as MO.



### October 03 – Evento Diversa Turismo – Travel South USA

A training seminar was conducted during Diversa's annual event, welcoming over **450 agents** from diverse regions across Brazil. The impressive mix of participants reflected the high interest and engagement from agents; **60 of them joined the interactive session in a dedicated presentation space.** The travel agents enjoyed the training and the South's sights, sounds, and flavors.

Diversa is also broadening its reach to other U.S. regions, adding new GPP partners, including Missouri. We held one presentation session and a day table for one-on-one conversations with travel agents. Meeting table and training room to spotlight GPP destinations, focusing on exciting travel routes: the Coastal Route (NC - SC), Beer, Bourbon, and Whiskey (MO - KY - TN), and the Music Route (AL - MS - LA). The presentation aimed to inspire Brazilian travel agents to explore U.S. Road trips and diverse destinations.





## November 03 – Live YouTube Orinter + Cruise America

An online event hosted by Orinter and Cruise America brought together a vibrant group of travel professionals from across Brazil. Travel South USA was honored to participate as a special guest, presenting the unique charm and experiences of the Southern U.S.

The event was part of a whole week of daily online training sessions, each focusing on a different destination and designed to educate and inspire travel agents. The Travel South USA session was a standout success, reaching **327 viewers — the highest number of attendees among all destinations featured during the week.**

This exceptional engagement not only highlights the growing interest in the Southern U.S. but also reinforces its strong appeal among Brazilian travel professionals. This exceptional participation reflects the growing interest in the Southern U.S. and enhances the region's appeal among Brazilian travel professionals.



## November 11 – Queensberry Breakfast (SP)

A breakfast seminar was hosted at Queensberry's event, bringing together over **70 travel agents**. The travel agents enjoyed the training while discovering the South's unique sights, sounds, and flavors. The event spotlighted GPP destinations, emphasizing three captivating travel routes: the Coastal Route (NC-SC), the Beer, Bourbon, and Whiskey Route (MO-KY-TN), and the Music Route (AL-MS-LA).

The presentation aimed to inspire Brazilian travel agents to promote U.S. Road trips and explore its diverse destinations.





## December 01 – 08 International Showcase (Atlanta)

Official Travel South USA event featuring 10 invited Brazilian tour operators and a leading journalist from Panrotas, the country's top travel trade media outlet.



COMPANY	DELEGATE	TITLE	POST FAM
DIVERSA	Georgia Mariano	Destination Manager	
VIAGENS PROMO	Andrea Kubo	Products Coordinator	
BWT	Andressa Guiotto	International Product Analyst	Alabama
ORINTER	Everton Bahia	International Operations Supervisor	Tennessee
E-HTL	Gustavo Nappo	International Product Manager	Tennessee
VISUAL TURISMO	Jaqueline Ledo	Product Manager	Tennessee
ETS	Barbara Picolo	Products Director	North Carolina
NICE VIA ÁPIA	Lucia Mota	Product and Operation Manager	North Carolina
QUEENSBERRY	Julio Souza	Product Coordinator	North Carolina
OIKOS	Felipe Bezerra	Director	North Carolina
PANROTAS	Alexandre Campbell	Journalist	North Carolina



## December 16 – CVC Corp

Companies from all tourism segments were recognized as CVC Corp's preferred partners. The Preferred Partners award ceremony took place in São Paulo to honor those who work with the largest tourism group in Brazil, daily boosting their sales through exclusive products and prices, as well as better payment conditions. CVC Corp CEO Fabio Godinho attended the lunch and commented on the company's performance throughout 2024, reinforcing the strategic importance of the products area in this year's positive results.



## January 27 – Befly Partners (SP)

BeFly Partners week started with our visit to kick off the meetings and opportunities for the corporate accounts. Present at the meeting were Queensberry director, product manager, Incentive manager, Flytour Business Travel and Marketing accounts, and JazzSide, a new events and incentive company for the BeFly group.



February 17 – 20 - Brazil Mission

The Travel South USA Brazil Mission 2025 occurred in Rio de Janeiro and São Paulo from February 17th to 20th, 2025. The mission aimed to strengthen relationships with Brazilian journalists, travel agents, and tour operators, showcasing the region's unique cultural and tourism offerings. The agenda included networking events, media presentations, market overviews, and one-on-one trade meetings, with live music entertainment from Super Chikan, adding an authentic touch of the South.

<u>Company Name</u>	<u>First Name</u>	<u>Last Name</u>
Travel South USA	Liz	Bittner
<u>Visit KC</u>	Jenny	Wilson
<u>Visit KC</u>	Derek	Byrne
Nashville CVC	LouAnna	Henton
North Carolina	Heidi	Walters
<u>Visit Mississippi</u>	Paula	Travis
<u>Visit Baton Rouge</u>	Marie	Stagg
Atlanta CVB	Brandon	Barnes
Thomas Rey	Tomás	Rey
<u>Entertainment</u>	James	Johnson



Brazilian market, leveraging key industry relationships, media exposure, and trade engagement. Brazil remains a priority international market for the Southern U.S., with Brazilian travelers showing strong demand for cultural experiences, music-driven itineraries, gastronomy, and luxury travel.





The mission employed a multifaceted approach to deepen TSUSA's market penetration, focusing on three key elements: Trade Relations, which included exclusive one-on-one meetings with top-tier Brazilian luxury travel agencies and tour operators in Rio de Janeiro and São Paulo. Media Strategy: Engagement with leading travel and lifestyle journalists, generating coverage that will resonate with affluent Brazilian travelers. Cultural and Experiential Branding: The infusion of authentic Southern culture, highlighted by Super Chikan's performances, reinforced TSUSA's positioning as a destination offering immersive and rich cultural experiences.



Key highlights included:

- Exclusive workshops and meetings with luxury travel agents, tour operators, and journalists.
- Market presentations by TSUSA President & CEO, Liz Bittner.
- Live cultural entertainment featuring Super Chikan, presented by Visit Mississippi.
- Brazil Travel & Tourism update from the U.S. Consulate in São Paulo.
- Sounds & Flavors of the Sound Reception to deepen relationships with key partners in Brazil.



- The mission also addressed market intelligence by featuring insights from the U.S. Consulate in São Paulo and a Brazilian market overview by Diversa Turismo. These sessions provided a deeper understanding of evolving consumer preferences, economic influences on travel, and key opportunities for TSUSA destinations to increase visitation from Brazil.



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### March – 11 - 12 – Fórum Panrotas 25 (SP)

We participated in Fórum PANROTAS, Brazil's leading tourism event, to strengthen Travel South USA's presence in this key international market. The event provided valuable opportunities to align strategies with tour operators, travel agents, and travel journalists, reinforcing the Southern U.S. as a top destination for Brazilian travelers seeking culture, music, gastronomy, and authentic experiences. PANROTAS Forum is a strategic opportunity for tourism professionals and brands looking to stand out in the competitive Brazilian market. The event brings together industry leaders and decision-makers, fostering high-level networking and offering valuable insights into trends, innovation, consumer behavior, and sustainability. For international destinations and companies, it is a powerful platform to increase visibility, strengthen relationships with the local trade, and align strategies focused on Brazilian travelers.



### March 18 – VMZ – Ribeirão Preto (SP)

A training workshop with multiple sessions and presential participants showcased TSUSA's news focused on GPP partners. VMZ is expanding to other US regions besides Orlando.

Attendance: 45





### **April 11 – IMM Travel Media (SP)**

IMM Travel Media is a premier event that connects destinations with top-tier travel journalists and content creators through pre-scheduled meetings. Our participation allowed us to generate quality media exposure and strengthen relationships with influential voices in the Brazilian market, helping to position Travel South USA prominently in future stories and publications.



### **April 14 – 16 – WTM Latin America (SP)**

WTM Latin America, one of the region's largest and most influential travel trade shows, offered a dynamic platform for business development and high-level networking with travel professionals from across Latin America. Through meetings with key buyers, tour operators, and decision-makers, we expanded our reach, identified new partnership opportunities, and reinforced the South's unique appeal to an audience eager for immersive, meaningful travel experiences.



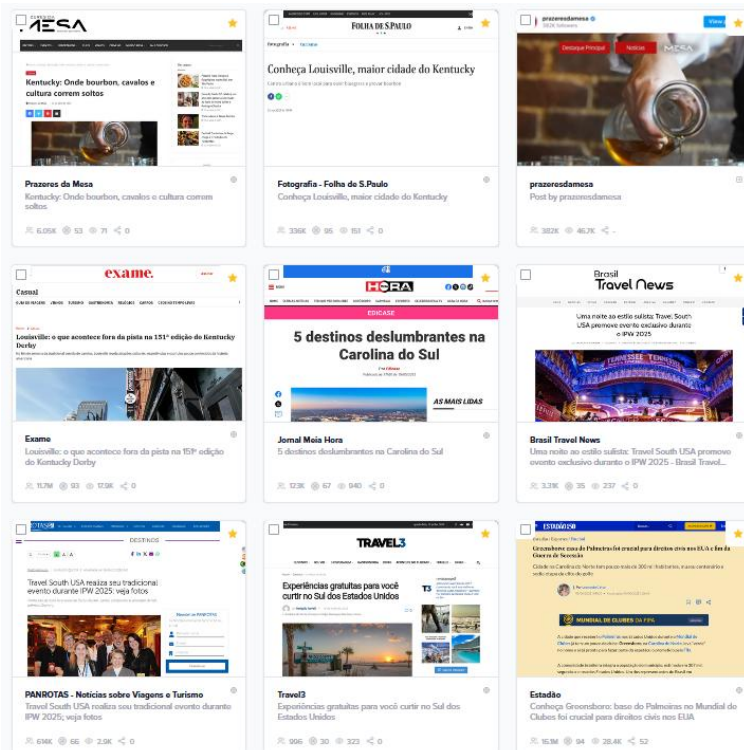
## II. MEDIA ACTIVITIES

### EARNED MEDIA COVERAGE

Clipping: Outlook Reps updated Coverage Book daily with every relevant press article that promotes the Travel South destinations. It includes print, online, TV and Radio Travel, Culture or History-oriented media with their global audience figures, monthly or unique visitors, number of views and impressions

Months	Articles Published	Coverage Impressions
July	66	12,792,300
August	46	2,312,146
September	16	895,853
October	30	854,112
November	16	1,224,749
December	20	1,284,870
January	75	5,497,553
February	78	5,326,646
March	48	2,189,250
April	51	1,986,402
May	53	1,101,653
June	91	4,249,998
<b>Total FY 24-25</b>	<b>590</b>	<b>39,715,532</b>

### Highlights



## PRESS RELEASES

Outlook produced 10 press releases from September 24 to June 25, highlighting the contents provided by the States every month.

Average opening rate: 22.40%

Months	States Featured	Theme	Dedicated media	Open Rate
September	AL - KY - LA - MS - MO - NC - SC - TN	Sports–Professional&College	3.817	23,10%
October	AL - KY - LA - MS - MO - NC - SC - TN	Winter in the South – who knew?	1.842	23,99%
November	AL - KY - LA - MS - MO - NC - SC - TN	Girls Getaway Ideas	1.995	21,46%
December	AL - KY - LA - MS - MO - NC - SC - TN	Music Concerts & Festivals	1.958	23,90%
January	AL - KY - LA - MS - MO - NC - SC - TN	There is no time like Summer in the South!	1.908	18,80%
February	AL - KY - LA - MS - MO - NC - SC - TN	Avoid the crowds – Savvy Traveler Tips	1.977	17,91%
March	AL - KY - LA - MS - MO - NC - SC - TN	Instagram-able Spots	2.001	21,95%
April	AL - KY - LA - MS - MO - NC - SC - TN	Eating your way thru the South	1.960	24,07%
May	AL - KY - LA - MS - MO - NC - SC - TN	Luxury experiences for under \$100	1.919	22,85%
June	AL - KY - LA - MS - MO - NC - SC - TN	Free things to do while in the South	2.037	20,96%

## GLOBAL MEDIA MARKETPLACE 24

Outlook recruited 4 top-tier Brazilians journalists to participate in the 2025 edition of the Travel South USA Global Media Marketplace & fam trips, handled flight reservations and logistics before and during the trip. Outlook escorted the journalists during the Marketplace in Louisville and assisted them with all necessary information and help.

### EXAME

Carol Gehlen

Head of Design - Exame magazine. Winner of the Journalism award by Editora Abril, Carol has worked in the monthly magazine Exame's design area and writes special travel reports. An art editor with a degree in Industrial Design — Visual Programming from the Federal University of Santa Maria (RS),

She has been with EXAME since 2010. She coordinates the brand's visual team and collaborates with reports for Casual

Pre Fam: North Carolina

Louisville City Tour: Bourbon & Beyond

<https://exame.com/casual/louisville-o-que-acontece-fora-da-pista-na-151a-edicao-do-kentucky-derby/>

<https://exame.com/revista-exame/carolina-do-norte-em-close-up/>

### Yes We Cook – Prazeres da Mesa – Sabor e Arte

Cecilia Padilha

Journalist, digital influencer, and TV presenter. She graduated in Business / MBA at Swiss Business Scholl, Marketing and Gastronomy, and is a former participant in the reality cooking show Master Chef. She has visited over 50 countries. Show presenter: Try it out, a monthly magazine, Prazeres da Mesa contributor.

Pre Fam: Kentucky

Louisville City Tour: Louisville Icons

<https://www.prazeresdamesa.com.br/kentucky-onde-bourbon-cavalos-e-cultura-correm-soltos/>



## Revista Qual Viagem

Monica Quinta

Editor and Travel Journalist — Revista Qual Viagem. A passionate storyteller specialized in tourism and lifestyle journalism, Mônica has built a solid career covering destinations across the globe. With extensive experience in editorial production, she is responsible for curating travel content, coordinating special features, and producing in-depth destination reports. Her work blends practical information with inspiring narratives, helping readers design unforgettable trips.

Pre-Fam: South Carolina

Louisville City Tour: Louisville Icons

[https://issuu.com/editoraqual/docs/revista\\_qual\\_viagem\\_edicao\\_133\\_-\\_abril\\_2025](https://issuu.com/editoraqual/docs/revista_qual_viagem_edicao_133_-_abril_2025)

[https://issuu.com/editoraqual/docs/revista\\_qual\\_viagem\\_edicao\\_134\\_-\\_maio\\_2025](https://issuu.com/editoraqual/docs/revista_qual_viagem_edicao_134_-_maio_2025)

## Folha de São Paulo

Guilherme Genestreti

Journalist and Culture Reporter — Folha de S.Paulo. Guilherme is an award-winning journalist with a career focused on culture, society, and lifestyle. A skilled storyteller, he writes in-depth articles, feature stories, and profiles for Brazil's leading newspaper. With a background in social sciences and a sharp journalistic eye, his reporting often explores the intersections between culture, diversity, and contemporary issues, including travel narratives that go beyond the obvious.

Pre-Fam:

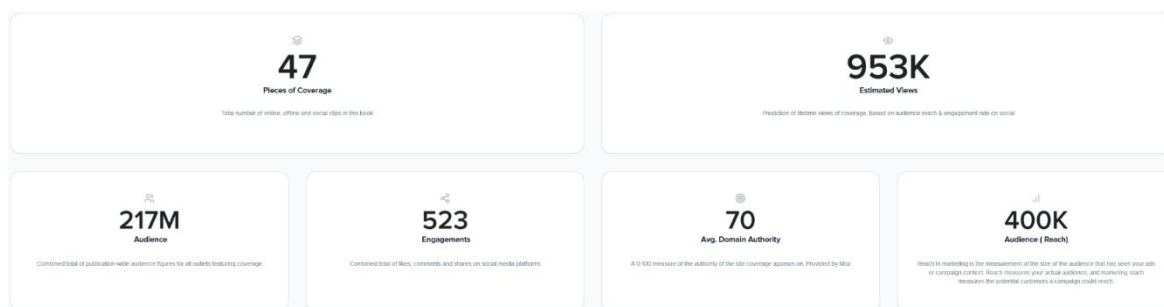
Louisville City Tour: A Taste of Kentucky

<https://www1.folha.uol.com.br/turismo/2025/04/bairro-descolado-e-nova-atracacao-do-kentucky-estado-do-bourbon-e-dos-cavalos.shtml>

<https://fotografia.folha.uol.com.br/galerias/1830201818922588-conheca-louisville-maior-cidade-do-kentucky>



## Coverage



**Outlook**  
REPS



Dedicated to present, create, and insert products into operators' portfolios.

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Sul dos Estados Unidos

**NASHVILLE**

Aventura & Diversão no Sul dos Estados Unidos

USD1.829

**ATLANTA**

O charme do Sul nos Estados Unidos

USD1.829

**PITTSBURGH**

A Trilha das Direitas entre Tennessee - Mississippi - Alabama - Georgia

USD2.015

**ATLANTA**

Atlanta – Um destino incrível ao sul dos EUA

USD1.670

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Rota da Música - Country, Blues & Jazz

Estados Unidos

10 DIAS / 09 NOITES

# 72H IMPERDÍVEIS!

## CIRCUITO ROTA DA MÚSICA

ESTADOS UNIDOS • 8 NOITES

Hospedagem em Chicago, Indianapolis, Nashville, Memphis e Nova Orleans com café da manhã, entrada para Country Music Hall of Fame, passeios e cruzeiro em um barco do plantano.

**CÂMBIO REDUZIDO**

A partir de

**10x R\$ 1.797**

Total R\$ 17.969

Data Ref.: 15/09/2025

Preço por pessoa.

**8% OFF.**  
no Pix

Promoção válida de 15/09/25 à 18/09/25. Desconto no Pix válido apenas em lojas físicas, para pacotes, circuitos e hospedagens. Não se aplica a passagens aéreas, cruzeiros, ingressos ou seguro viagem. Sujeito a alteração sem aviso prévio. Consulte condições.

# MÊS DO CONSUMIDOR CVC.

**SOMHE ALTO, PREÇOS BAIXOS.**

## CVC ME LEVA

### ROTA DA MÚSICA

9 dias / 8 noites

Cidades visitadas: Chicago, Indianapolis, Nashville, Memphis e Nova Orleans.

Vendas durante o mês de Março:  
Embarque 2025: 217 mil, 2024: 204 mil, 2023: 207 mil, 2022: 193 mil e 2021: 190 mil.

**15% OFF**



ENTRE EM CONTATO CONOSCO E GARANTA JÁ SUAS PRÓXIMAS FÉRIAS COM A TRADIÇÃO E A CONFIANÇA DA MARCA CVC.

**cvc**



**até 100% de desconto**  
**doubletree**

## CAROLINA DO NORTE

 **PERÍODO | 06 A 11 NOV 2024**

Passagem aérea ida e volta em classe econômica voando Copa Airlines saindo de São Paulo + 5 noites no **DoubleTree by Hilton Raleigh Midtown 3\***

a partir de **USD 1.020**

\*Valores em dólares com passagem aérea de ida. Taxas e tarifas inclusas. Exclui a interação e



**ALABAMA - CORAÇÃO E ALMA DO SUL - 8 DIAS**

7 noites

a partir de **R\$ 5797**

**VER MAIS ▶**

**EHTL**  
VACANCES

**14 DIAS / 13 NOITES**

**Fly & Drive**

**Bourban, Bluegrass e Horse Country**

*Estados Unidos, América do Norte*

**INCLUI:**

- 3 dias em Nashville, 1 em Tulsa, 1 em Pigeon Forge, 2 dias em Lexington, 1 em Versailles, 1 em Cincinnati, 1 em Indianapolis, 1 em Louisville, 2 dias em Owen Sound;
- Hospedagem em hotéis indicados (ou similares);
- Despesas detalhadas da rota;
- Diças de aluguel e seguro.

**APARTIR DE**  
**USD 4.487\***  
por pessoa, por pessoa, por pessoa

**Parcele em até 12X**



**Outlook**  
— R E P S —



## TRAVEL TRADE – FLY & DRIVE

Fly-and-drive itineraries are a great way to promote Southern USA destinations, thanks to the region's vast expanse and diverse attractions. By combining the convenience of flying into a major gateway city with the flexibility of driving at one's own pace, travelers can create customized visitation itineraries and book hotels, experiencing the rich cultural heritage, scenic landscapes, and iconic landmarks that the South has to offer.



**Fly & Drive**  
1986  
Sul dos Estados Unidos

De Nashville até Memphis, Atlanta, Tallahassee e New Orleans.



**NEW ORLEANS - 6 DIAS**

5 noites a partir de **R\$ 4142**

[VER MAIS ▶](#)



**ALABAMA**  
CORACÃO E ALMA DO SUL DOS EUA

INCLUI:

- 7 noites entre as cidades de Huntsville, Florence/Muscle Shoals, Birmingham, Montgomery e Mobile;
- Aluguel de Carro;
- Seguro Viagem.


**R\$ 4.969,00**

CONSULTE-NOS!

Trade Tours

## TRAVEL TRADE – THEMED TOURS

Themed tours are typically organized by travel agencies, tour operators, or specialized companies with expertise in the chosen theme. They work closely with local service providers, attractions, and guides to ensure a cohesive and enriching experience for travelers. Themed tours can cater to travel preferences and demographics, including solo travelers, families, adventure enthusiasts, culture seekers, and more.



**Rota da Música**

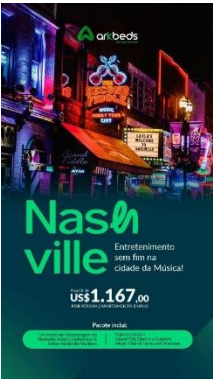
Uma jornada imperdível pelas raízes do blues, do country e do rock!

**Rota da Música**

Nashville, Memphis, Tampa, B.B. King Museum, Jackson e Nova Orleans. Experiências únicas para todos os viajantes.

**12 DIAS**

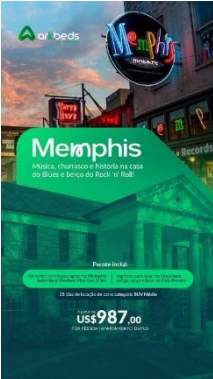
**US\$ 1.167,00**



**Nashville**

Entretenimento sem fim na cidade da Música!


**US\$ 1.167,00**



**Memphis**

Música, charmoso e história na casa do Blues e templo do Rock 'n' Roll.

**US\$ 987,00**



**Centenário B.B. King**

A oportunidade perfeita para explorar a Rota da Música nos EUA.

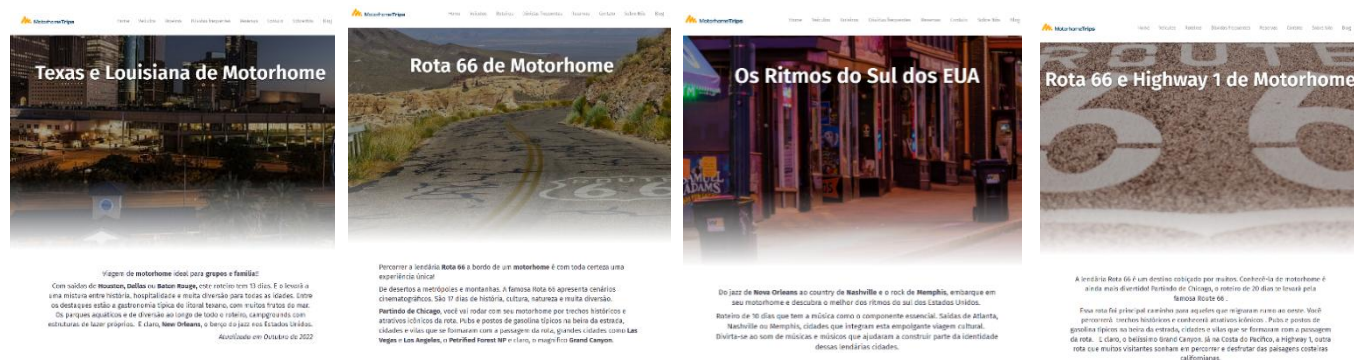
**US\$ 987,00**



**Outlook**  
REPS

# TRAVEL TRADE – MOTORHOME

Motorhomes are attractive due to their vast landscapes, scenic beauty, and numerous national parks. Traveling in a motorhome offers the freedom to explore the region at one's own pace, allowing for flexibility and the discovery of hidden gems off the beaten path. Motorbiking is highly attractive in the southern US region due to its vast open roads, diverse landscapes, and stunning scenic routes. The region offers an extensive network of well-maintained highways and scenic byways, making it a paradise for motorbike enthusiasts seeking thrilling rides and breathtaking views.



# TRAVEL TRADE – MOTORBIKE

Motorbiking is highly attractive in the southern US region due to its vast open roads, diverse landscapes, and stunning scenic routes. The region offers an extensive network of well-maintained highways and scenic byways, making it a paradise for motorbike enthusiasts seeking thrilling rides and breathtaking views.



## **IV. Conclusion, Market trends & Strategic upcoming actions**

Over the past year, Outlook reps have continuously engaged with Brazil's trade and media to monitor interest, increase awareness, support product development, and enhance visibility, noting a strong trend toward immersive experiences.

Portuguese-speaking services, event-related trip projects, and sustainable travel initiatives. BWC also seized every opportunity to further highlight the TSUSA destinations by making out-of-scope suggestions, including additional trade and media fam trips and marketing partnerships.

The Brazilian travel industry landscape had seen positive signs at pre-pandemic levels, recovery from July to December 2024, before facing a reversal of trends due to the geopolitical context as of February 2025.

For FY26, Brazil's strategy to resource Trade, Managed Media, and Consumer Outreach remains funded through a shared services model. The goal is to reinforce key pillars and 'Welcome All Y'all' messaging towards Brazilian travelers and intended media partners, while promoting further product development and increasing visibility for southern destinations.

TSUSA will secure ongoing in-market trade and media engagement along with extended visibility for GPP partners to facilitate in-depth story pitches and media discussions, as well as product development and commercial partnership discussions with top-tier trade actors.

Ongoing action:

2025 Travel South USA Showcase in Kansas City, Missouri (December 1-4, 2025).

2026 TSUSA Global Media Marketplace (Mobile, AL, April 2026)



## OUTLOOK REPS



**Allan Colen**

Travel & Tourism Executive

Outlook Reps consultancy specializes in brand development, mainly in tourism, F&B, and business. It handles market research, training, press relations, social media, public relations, B2B and B2C activities, and event organization. Throughout his career, Allan has represented notable clients such as San Francisco Travel, Visit California, Visit Orlando, SeaWorld Parks, and Club Med.

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+55 11 98899-1551

<https://www.linkedin.com/in/allancolen/>



**Kim Moura**

Marketing

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