

Travel South USA Year End Report

FY24-25

TRAVEL SOUTH  USA

LANDSCAPE OVERVIEW

CANADA AT A GLANCE



Canadian Dollar

- Despite economic weakness, the Canadian dollar is strengthening due to a weaker U.S. dollar. A strong loonie could make U.S. travel more appealing short-term. ([Reuters](#))
- The Loonie gained value in early June but is showing signs of retreat due to economic headwinds and global market uncertainty. ([The Financial Post](#))



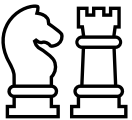
Inflation

- Canada's inflation rate held steady at 1.7% in May, as slower rent growth and lower travel costs offset higher food and vehicle prices, while core inflation eased slightly but remains too high for the Bank of Canada cut rates. ([The Financial Post](#))
- Canada's CPI rose 1.7% in May, unchanged from April, as slower rent and travel costs tempered inflation; shelter and mortgage costs eased, gasoline stayed low year-over-year, while new car and cell service prices climbed, keeping overall pressures mixed. ([Statistics Canada](#))



Workforce

- Canada's unemployment held steady at 7% (+0.1%) in May, the highest in nearly nine years outside the pandemic, as job growth lagged behind population gains and prolonged U.S. tariffs began weighing on key sectors like autos and metals. ([BNN Bloomberg](#))
- Among youth, the unemployment rate for returning students rose to 20.1% in May, up 3.2 percentage points from May 2024. ([Statistics Canada](#))
- Employment rose by 42,000 (+0.6%) among core-aged women but fell by 31,000 (-0.4%) among core-aged men, reaching the lowest rate for men since 2018; youth and those 55+ saw little change. ([Statistics Canada](#))



Economic Strategy

- With what is likely the most extensive operational review in decades—with a plan to reduce annual operational growth from 9% to 2%—we are about to see some of the largest changes to the structure of government in generations. ([BDO](#))
- Canada has announced a landmark Security and Defence Partnership with the EU, marking the first such agreement between the EU and an American country; this pact includes collaboration on cybersecurity, maritime and space security, and opens doors for Canadian firms to access the EU's €150 billion joint military procurement programme (SAFE). ([CBC](#))

CANADIAN TRAVEL TRENDS 2025



Travelers spending on experiences that resonate personally. Canadians are prioritizing travel, outdoor activities, and dining despite economic uncertainty.

[Travel Pulse](#)



With extreme heat becoming common, there's a 300% surge amongst Canadian searches for cooler destinations.

[Explore Worldwide](#)



Canadians are uncovering hidden gems. Trending domestic destinations include both popular and off-the-beaten-path spots

[Sky Scanner](#)



Set-Jetting & Literary Travel are on the rise. TV, movies, and books are inspiring travel: from *Paddington* in Peru to *White Lotus* in Thailand.

72% have considered visiting a place after reading a novel set there.

[Explore Worldwide](#)



Canadians aren't just traveling—they're travelling with purpose. Whether it's the roar of the crowd in a stadium or the magic of a live concert, sports and entertainment are unlocking new motivations for travel, creating fresh opportunity for the travel industry to engage, promote, and profit. Trends driven by Netflix hits like *Drive to Survive*, *Break Point*, and *Full Swing*, which are converting new audiences into fans eager to experience live events, especially in the younger demographic.

[Travel Press](#) / [PAX News](#) / [Sky Scanner](#)

CHALLENGES IN MARKET



Canadian residents returned from 3.6 million trips abroad in April, representing an 18.9% decrease and marking the fourth consecutive month of year-over-year decline. Of those trips, 59.0% were by air, down 1.3% year over year. Canadian-resident return trips by air from overseas countries increased 9.1% in April 2025 compared with one year earlier.



Shift Towards Domestic and Alternative International Destinations. Destinations like Mexico, the Caribbean, and parts of Europe are witnessing increased interest from Canadian travelers seeking alternatives to the U.S.



Economic pressures continue to weigh heavily on Canadian travelers, with affordability remaining the top concern. While the Canadian dollar has recently strengthened to 0.73 USD, it has shown instability over recent months. This volatility, combined with rising living costs, has a greater influence on travel decisions than political tensions, affecting everything from destination choices to length of stay and overall budget.



While the overall labor force has shown growth compared to pre-pandemic levels, there is variability across different sectors. This uneven distribution poses challenges in meeting staffing demands across the industry.

CANADIAN TRAVEL WINTER FORECAST & FUTURE TRENDS

- Nearly 11.2 million Canadians returned home from an overnight outbound trip in the first four months of 2025. This represents 95 per cent of 2019 activity and a 5.7 per cent decline compared to 2024.
- The 2024-25 winter travel season (Nov-Apr) saw 8.7 million Canadians return home from an overnight trip to the U.S., a 9.6 per cent drop compared to the previous winter.
- Nearly 5.78 million Canadians returned home from an overnight transborder trip in the first four months of 2025, a 14.5 per cent drop compared to 2024.
- Trips by air neared 3.45 million during the period, compared to 3.8 million last year (-9.5%). Canadians also made 2.22 million trips by auto, compared to 2.8 million in 2024 (-21.0%).
- Consumer sentiment continued its upward trajectory in June, with the Index of Consumer Confidence rising to 52.9 points, marking the fourth consecutive monthly gain.
- The period also saw 7.4 million overseas trips, an 8.1 per cent increase compared to winter 2023-24.

YTD	U.S. Auto	U.S. Non-Auto	TOTAL U.S.
2019	3,040,543	3,418,750	6,459,293
2024	2,816,705	3,941,542	6,758,247
2024	2,26,177	3,552,363	5,778,540
% change (vs 2024)	-21.0%	-9.9%	-14.5%
% change (vs 2019)	-26.8%	3.9%	-10.5%

FY25 IN REVIEW

- Despite persistent inflation and elevated living costs, Canadians have maintained a strong appetite for travel, with demand consistently above pre-pandemic levels through late 2024.
- Following the 2025 U.S. presidential election, there has been a swift change in Canadian sentiment toward U.S. travel. Heightened political tensions, coupled with ongoing tariff disputes between Canada and the United States, have created new layers of uncertainty for travelers.
- Canadians are showing increased caution in spending, prioritizing value, flexible booking policies, and travel deals to offset economic volatility.
- Younger Canadians (18–34) remain the most travel-inclined, especially for short-haul or cross-border trips, but are more price-sensitive than in previous years.
- Many Canadians continue to embrace “year-round” travel patterns, spreading vacation plans throughout all seasons instead of a traditional summer peak, which supports steadier demand for the industry.
- Although travel-related stress has eased compared to 2023, broader geopolitical instability and trade frictions are now influencing traveler confidence heading into late 2025, suggesting a potential slowdown or reallocation of travel budgets in the months ahead.

Airlines invest in Canadian outbound travel

- Air Canada resumed Toronto (YYZ) to Nashville (BNA) in November 2024, now year-round service (previously seasonal).
- WestJet launched a new seasonal service Calgary (YYC) to Raleigh-Durham (RDU) starting May 2025, twice weekly.
- Air Canada expanded frequency on Montreal (YUL) to Atlanta (ATL) from daily to double daily as of April 2025 due to strong demand.

TRAVEL TRADE



Compared to last summer, a larger share of trips is planned for the beginning of the season. Thirty-three per cent of per cent intend to travel in July or August, while 27 per cent intend to travel in September or October.



Travelers are increasingly seeking more meaningful experiences. Cultural exploration, health and wellness retreats, and spiritual journeys are rising in popularity. This shift toward deeper, more personalized travel experiences is also reflected in the growing interest in wellness tourism.



The cruise sector stands out as a robust and growing market in 2025. Its appeal lies in offering comprehensive travel experiences that align with current consumer preferences for value and convenience.



The luxury travel market in Canada is thriving in 2025, with significant growth driven by personalized experiences, sustainability, and emerging travel trends.



The motorcoach travel market from Canada into the U.S. has seen a notable decline, as increased border scrutiny and shifting sentiment—especially among schools—have led many student groups to be advised against U.S. travel altogether.

CONSUMER BEHAVIOUR



Despite political tensions, interest in travel remains positive. Canada's international departures reached **96% of pre-pandemic levels by late 2024**. The average spend per traveler is projected at CAD 3,850 in 2025—a **14% year-over-year increase** 27% of travelers are “high-value” (spend > \$5,000/trip), up from 21% in 2023



The event tourism explosion is reshaping the face of international travel in 2025. With experience overtaking destinations. With sporting events, music events, and cultural events spawning enormous economic stimuli within international cities, the future of travel is much related to these positive cultural impulses.



Young travelers (18–34) remain eager to travel and are adapting to economic pressures. Citing pricing and special deals as key motivators. In contrast, older travelers aged **55+ are showing more cautious intent**, with travel plans affected by economic uncertainty.



Outbound travelers were most likely to say their decision was influenced by the **type of vacation experience offered (39%)**, follow by spending time with friends and family (33%), favorable weather (30%)and, lastly, special deals and price incentives (29%).

PUBLIC RELATIONS

PUBLIC RELATIONS KPIs AT A GLANCE

KPI	Goal	Status
International Showcase & Post FAMs	1 trade media	COMPLETED: 1. Christine Roberti, Baxter Media
Pre-FAM & Media Market Place at Global Summit	6 journalists	COMPLETED: 1. Randy Sharman, Informed Traveler Podcast - Louisiana 2. Pat Lee, Post Media National - Alabama 3. Malik Cocherel, Le Devoir & Le Journal de Montreal – West Virginia 4. Jennifer Bain, Freelance - Arkansas 5. Kim Pemberton, Times Colonist - Georgia 6. Rosalind Stefanac, Freelance – South Carolina
Earned Media Impressions	50,000,000	COMPLETED: 103,781,068
Coverage Results by State		
<div>Alabama: 4 articles</div> <div>Arkansas: 3 articles</div> <div>Kentucky: 22 articles</div> <div>Mississippi: 1 articles</div> <div>Missouri: 26 articles</div> <div>North Carolina: 2 articles</div> <div>South Carolina: 9 articles</div> <div>Tennessee: 19 articles</div> <div>West Virginia: 4 articles</div> <div>Travel South USA: 3 articles</div>		

MEDIA NEWSLETTERS

Description:

- Monthly themes are provided by TSUSA. Each state provides information and images based on that month's theme. Information is due by the 10th of the month.

Month	Theme	# of Recipients	Open Rate	Click Rate
September 2024	Game On: Your Sports Guide to the South	1,230	31.84%	1.56%
October 2024	Discover the South's Hidden Winter Wonders: Warm Getaways, Unique Experiences, and Year-Round Adventure Await	1,230	38.11%	1.82%
November 2024	Sip, Savor, and Celebrate: Unforgettable Girls' Getaways in the Southern States	1,230	34.65%	1.62%
December 2024	Travel South for Music Concerts & Festivals	1,230	34.73%	1.96%
January 2025	Unforgettable Summer Adventures in the South	1,230	32.61%	1.84%
February 2025	Avoid the crowds – Savvy Traveler Tips	1,230	29.02%	0.29%
March 2025	Southern Snapshots: Most Instagrammable Spots Across the South	1,230	15.4%	0.25%
April 2025	Can't-Miss Southern Eats: Top Restaurants and Regional Specialties	1,230	17.3%	0.87%
May 2025	Affordable Southern Luxury	1,230	15.3%	0.37%
June 2025	Discover the Best Free Things to Do Across the South	1,230	12.9%%	0.72%
Average			26.19%	1.13%

GLOBAL INNOVATION PROGRAM

Baxter Media

Participating Partners:

Alabama

Missouri

Savannah

Baton Rouge

TravelBlast	Run Dates	Size	Successful Deliveries	Total Opened/ Impressions	% Opened	Total Clicks	CTR
	September 25, 2024	Full Page e-Flyer	19,495	5,319	27.28%	132	2.48
	October 30, 2024	Full Page e-Flyer	19,488	5,444	27.94%	163	2.99
	November 25, 2024	Full Page e-Flyer	19,485	5,714	29.33%	186	3.26
	December 23, 2024	Full Page e-Flyer	19,488	6,011	30.84%	210	3.49
Totals:			77,956	22,488	28.85%	691	3.07

TravelPress.com	Run Dates	Ad Size/Unit	Impressions	Total Clicks	CTR
Savannah - Culinary Section	November 8-17, 2024	250x250 Square Banner	4,656	105	2.26
Baton Rouge - Culinary Section	November 18-December 1, 2024	250x250 Square Banner	4,058	122	3.01
Missouri - Culinary Section	December 2-15, 2024	250x250 Square Banner	4,226	106	2.51
Alabama - Culinary Section	December 16-31, 2024	250x250 Square Banner	4,105	101	2.46
Totals:			17,045	434	2.55

TravelBlast	Run Dates	Size	Successful Deliveries	Total Opened/ Impressions	% Opened	Total Clicks	CTR
	January 30, 2025	Full Page e-Flyer	19,478	7,323	37.60%	668	9.12
Totals:			19,478	7,323	37.60%	668	9.12

Toronto Star

Participating partners: Kentucky

Each program launched in March and includes:

- Cross Device: HUB with 4x 500 Word Article / Includes Editing / Ad Adjacency / 5,000 Guaranteed Page Views
- Mobile Interscroller
- Cross Device: Multi-line Ads
- 4x Newsletter: Travel Alerts –Newsletter

Kentucky's campaign surpassed our PV goal and had terrific average read times for each article, all surpassing the average read benchmark of 2min12sec.

Strong Reach & Impressions

Delivered 1,320,776 impressions through native article amplification

Achieved a reach of 49,874 via paid social promotion

Generated 77,973 total impressions across social units

High Engagement with Content

Overall click-through rate (CTR) on social: 0.03%

Native article amplification CTR: 0.42% with 5,614 clicks

Sponsored articles collectively drove 5,003 page views, with solid average time on page ranging from 2:20 to 3:14 minutes

Top Performing Articles

Best of Kentucky: 1,941 page views with an average time on page of 3:14

Gateway to the South: 901 page views with 3:11 average time on page

Why Fall is the Best Time to Indulge: 1,345 page views, 2:55 average time

Western Kentucky BBQ: 816 page views, 2:20 average time

Toronto Star (cont.)

TORONTO STAR

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HOME GTA CANADA POLITICS WORLD OPINION LIFE SPORTS REAL ESTATE ENTERTAINMENT BUSINESS INVESTIGATIONS PODCASTS

PLAN YOUR GETAWAY. KENTUCKY

Come see for yourself

TEAM KENTUCKY

This is Kentucky

THIS IS KENTUCKY SPONSORED
Why fall is the best time to indulge your love of horses in Kentucky
7 mins ago

THIS IS KENTUCKY SPONSORED
Savour Western Kentucky's BBQ Belt on your next road trip
7 mins ago

THIS IS KENTUCKY SPONSORED
Discover why Kentucky should be your gateway to the south
7 mins ago

THIS IS KENTUCKY SPONSORED
A sports-lovers guide to the best of Kentucky
7 mins ago

More This is Kentucky

THIS IS KENTUCKY SPONSORED
Celebrate the timeless tradition of horses
Aug 16, 2023

THIS IS KENTUCKY SPONSORED
Experience the allure of nature
Aug 16, 2023

THIS IS KENTUCKY SPONSORED
Savour the richness of bluegrass cuisine
Aug 16, 2023

THIS IS KENTUCKY SPONSORED
Road trip! Yes, it's finally time
Aug 16, 2023

ADVERTISEMENT

PLAN YOUR GETAWAY. KENTUCKY

Come see for yourself

TEAM KENTUCKY

CAA Niagara

SEPT - Missouri & Partners (STL & KC)

NOV - New Orleans & Savannah

DEC - Tennessee & Partners (Nashville & Sevierville)

As recommended by CAA, all programs from Jan-onward were paused due to decline in sentiment

JAN - Alabama & Partners (AL Mt Lakes, Birmingham, Huntsville, Mobile)

FEB - North Carolina & Partners (Fayetteville)

MAR - Kentucky & Partners (Lexington)

APR - Arkansas

MAY - Myrtle Beach

Program Overview:

Instagram and Facebook Social for 3 weeks

Virtual Agent Training – first or second Wednesday of each month

CAA Niagara Homepage Banner for 30 days

1x Dedicated Email E-Blast reaching 13,500+ registrants

CAA APP Ad Carousel for 30 days - running under state Ad

Liz Fleming Show - check out past episodes of the show at <https://www.610cktb.com/shows/liz-fleming-travels.html>

CAA Niagara: SEPT - Missouri & Partners (STL & KC)



St. Louis Email
Sent: October 1, 2024
Delivered To: 11,689
Open Rate: 19.69%
Click Through: 1.91%
[Email](#)



St. Louis Poster
In branches from
September 15-
November 14

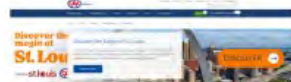


Liz Fleming Travels Interview
October 12

CAA Travel Consultant Training
September 18



St. Louis Social Media
Reach: 53,411
Clicks: 1,567
Impressions: 306,130
Schedule: Sept 15 - Oct 14



St. Louis Homepage Banner
On website from September 15-
November 14



KC Email
Sent: October 1, 2024
Delivered To: 11,689
Open Rate: 19.69%
Click Through: 1.91%
[Email](#)

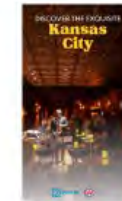


KC Poster
In branches from
September 15-
November 14

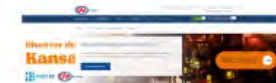


Liz Fleming Travels Interview
October 12

CAA Travel Consultant Training
September 18



KC Social Media
Reach: 53,411
Clicks: 1,5667
Impressions: 306,130
Schedule: Sept 15 - Oct 14



KC Homepage Banner
On website from September 15-
November 14

CAA Niagara: NOV - New Orleans & Savannah



New Orleans Email
Sent: November 17, 2024
Delivered To: 11,272
Open Rate: 19.91%
Click Through: 4.14%
[Email](#)



New Orleans Social Media
Reach: 17,388
Clicks: 674
Impressions: 71,741
Schedule: November 15-December 14



New Orleans Poster
In branches from
November 15-
December 14



New Orleans Homepage Banner
On website from November 15-December 14



Liz Fleming Travels Interview
November 30

CAA Travel Consultant Training
November 13



Savannah Email
Sent: November 22, 2024
Delivered To: 11,057
Open Rate: 20.41%
Click Through: 6.03%
[Email](#)



Savannah Poster
In branches from
November 15-
December 14



Savannah Social Media
Reach: 16,497
Clicks: 557
Impressions: 101,586
Schedule: November 15-December 14



Savannah Homepage Banner
On website from November 15-
December 14



Liz Fleming Travels Interview
November 30

CAA Travel Consultant Training
November 13

CAA Niagara: DEC - Tennessee & Partners (Nashville & Sevierville)



Sevierville Email
Sent: December 17, 2024
Delivered To: 10,596
Open Rate: 20.97%
Click Through: 2.61%
[Email](#)

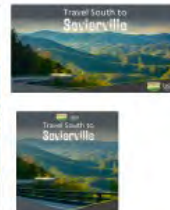


Sevierville Poster
In branches from
December 15- January 14



Liz Fleming Travels Interview
January 5

CAA Travel Consultant Training
December 18



Sevierville Social Media
Reach: 25,716
Clicks: 586
Impressions: 90,527
Schedule: December 15- January 14



Sevierville Homepage Banner
On website from December 15- January 14



Nashville Email
Sent: December 17, 2024
Delivered To: 10,596
Open Rate: 20.97%
Click Through: 2.61%
[Email](#)



Nashville Poster
In branches from
December 15- January 14



Liz Fleming Travels Interview
January 5

CAA Travel Consultant Training
December 18



Nashville Social Media
Reach: 25,716
Clicks: 586
Impressions: 90,527
Schedule: December 15- January 14



Nashville Homepage Banner
On website from December 15- January 14

CAA Niagara: JAN - Alabama & Partners (AL Mt Lakes, Birmingham, Huntsville, Mobile) **partial deployment**

Email was sent on January 30

Sent to 9,389

Open Rate 19.57%

Click Through Rate 1.63%

Social (January 15-24)

Alabama

Click: 230

Reach: 8,040

Impressions: 36,706

North Alabama

Click: 227

Reach: 7,374

Impressions: 36,879

Mobile:

Click: 226

Reach: 5,594

Impressions: 32,561

Birmingham:

Click: 276

Reach: 23,576

Impressions: 49,644

Huntsville:

Click: 234

Reach: 8,844

Impressions: 40,453

GLOBAL SUMMIT & MEDIA MARKETPLACE FAMs

Global Summit & Media Marketplace FAMs

Overview

The Canada office delivered 6 journalists from Ontario and Quebec to attend the Global Summit & Media Marketplace FAMs 2025. Some highlights include:

- By bringing together a diverse group of respected journalists from both national and regional outlets — including Postmedia National, Informed Traveler Podcast, Le Devoir, Le Journal de Montréal, the Times Colonist, and leading freelance contributors — we amplified Travel South USA's reach across key Canadian markets.
- This group represents a strong cross-section of English- and French-language audiences, spanning print, digital, and audio platforms, ensuring well-rounded and inclusive coverage.
- Collectively, these journalists have the potential to deliver stories reaching millions of Canadians, supporting continued interest and visitation to the Travel South USA region.
- Their participation strengthens relationships with trusted media voices, fosters authentic storytelling opportunities, and helps position Travel South USA as a welcoming, culturally rich, and easily accessible destination for Canadian travelers.

Attendees



Kimberly Pemberton
Times Colonist



Randy Sharman
Informed Traveler



Jennifer Bain
Freelance



Malik Cocherel
Quebecor Media



Rosalind Stefanac
Freelance



Pat Lee
Post Media National

Global Summit & Media Marketplace FAMs

Media Coverage

As a result of the Global Summit and Media Marketplace FAMs, there have been 3 articles published – one of which was syndicated to 20 additional Canadian publications.

Post Media National

- Network is still on hold for US travel content. Publish date TBC.

Times Colonist

- Network is still on hold for US travel content. Publish date TBC.

National Parks Traveler

- Two articles on Arkansas have gone live.

Quebecor Media

- Stories to come TBC.

Informed Traveler

- 1 podcast on Kentucky has aired.
- 1 podcast on Louisiana has aired.
- 1 podcast on Tennessee has aired.

TRAVEL TRADE

Travel Trade KPIs At a Glance

KPI	Goals	Status
International Showcase 2024	6 Travel Trade	COMPLETED: 1. Laurence Despiegel, Toundra Voyages 2. Beth Fleeton, CAA Niagara 3. Kelsey Baron, AMA Travel 4. James Ma, Concord Tours 5. Maryssa Lessard, GVQ 6. Julien Yessien, Expression Voyages Trade Media: 1. Christine Roberti, Baxter Media
Sales Calls	20 Sales Calls	COMPLETED: 57
Training Sessions	200 agents	COMPLETED: 5 # OF AGENTS: 106
Newsletters	10 Newsletters	COMPLETED: 9 Average open rate: 28%
Product Growth	See slides below	

Product Growth

All states in the Canada GPP have product across Canadian tour operators. Please find the full 2025 product audit [HERE](#).

State	Tour Operators	Touring & Road trip product 2025	Touring & Road trip product 2024	2025 Listings	2024 Listings
Alabama	8	4	8	6,111	5,992
Arkansas	7	2	3	821	1,085
Kentucky	8	4	3	1,126	1,065
Louisiana	21	36	32	1,047	1,074
Missouri	14	14	10	1,950	1,543
Mississippi	13	17	13	863	896
North Carolina	11	8	6	1,620	2,879
South Carolina	14	11	13	3,737	8,418
Tennessee	28	53	23	4,865	7,494
West Virginia	4	1	1	468	386

Product Growth – Contiki

5 Tours Featured

In addition to the 4 existing tours, Contiki Vacations added 1 more tours featuring Louisiana, New Orleans.

Tour	Featured State(s)	2025 Dates
Boot, Scoot 'N' Blues 2025	Louisiana, Tennessee	Sept 21-Oct 3, Nov 2-14,
Nashville to Dallas Road Trip 2025	Louisiana, Tennessee	June 15-23, July 13-21, Aug 10-18, Sept 7-15, Oct 5-13, Nov 2-10, Dec 21-29
USA Road Trip 2025	Louisiana, Tennessee	June 12-July 4, July 10-Aug 1, Aug 7-29, Sept 4-26, Oct 2-24, Oct 30 – Nov 21, Dec 18 – Jan 9
USA: Miami to Dallas 2025	Louisiana, Tennessee	June 12-23, July 10-21, Aug 7-18, Sept 4-15, Oct 2-13, Oct 30-Nov 10, Dec 18-Dec 29
LA to Miami 2025	Louisiana, Tennessee	June 19-July 9, July 17-Aug 6, Aug 14-Sept 3, Sept 11-Oct 1, Oct 9-29
★ Dallas to Miami 2025 (NEW)	Louisiana, Tennessee	July 28- Aug 6, Aug 25- Sept 3, Sept 22- Oct 1, Oct 20- Oct 29, Jan 19-Jan 28



Boot, Scoot 'N' Blues


★★★★★ 4.6

13 Days • 7 Places • 1 Country

The one that has you Rock 'n' Rolling your way through the best of the deep south

[Request more info](#) [Add to compare](#)

[VIEW TRIP](#)



Nashville to Dallas Road Trip

New trip


★★★★★ 4.7

9 Days • 5 Places • 1 Country

The one that brings you the spiciest cities of the south in just over a week - with Nashville, New Orleans, Houston...

[Request more info](#) [Add to compare](#)

[VIEW TRIP](#)



USA: LA to Dallas

★★★★★ 4.7

Previously Southern Adventure

12 Days • 9 Places • 1 Country

The one that hits American hotspots from West to East via the soulful South

[Request more info](#) [Add to compare](#)

Was \$4,845
From \$3,876
just \$323 per day

[VIEW TRIP](#)



USA Road Trip

New trip


★★★★★ 4.7

23 Days • 24 Places • 1 Country

The one that ticks the USA's southern superstars off your list - with Nashville, Memphis, the Grand Canyon & more

[Request more info](#) [Add to compare](#)

[VIEW TRIP](#)



USA: Dallas to Miami

★★★★★ 4.3

10 Days • 6 Places • 1 Country

The one that takes you from the melodic streets of Memphis & New Orleans to the paradise beaches of Miami

[Request more info](#) [Add to compare](#)

Was \$9,115
From \$2,492

[VIEW TRIP](#)

Product Growth – COSMOS

5 Tours Featured

In addition to the 4 existing tours, COSMOS added 1 more tours featuring Louisiana, New Orleans.

Tour	Featured State(s)	2025 Dates
Southern Sounds & Elvis	Louisiana, Tennessee & Mississippi	June 1-8, Sept 14-21, Oct. 5-12
Rhythms of the Road	Louisiana, Missouri, Kentucky, Tennessee, Arkansas & Mississippi	June 16-25, Aug 25-Sept 3, Sept 22 – Oct 1
Southern Charms & Florida	Louisiana, Mississippi & Tennessee	Sept 17-29
Highlights of Route 66	Missouri	June 7-22, June 5-20, Aug 23-Sept 7, Sept 6-21,
★ The Lone State to the French Quarter *NEW	Louisiana	Sept 25-Oct 6



Tour: 8730 [See Map](#)

Southern Sounds & Elvis

2025

Years: 2025, 2026
NEW ORLEANS → NASHVILLE

8 Days, 1 Country
United States

From: **\$3,179**



Tour: 8240 [See Map](#)

Rhythms Of The Road

2025

Years: 2025, 2026
CHICAGO → NEW ORLEANS

10 Days, 1 Country
United States

From: **\$3,479**



Tour: 8290 [See Map](#)

Southern Charms & Florida

2025

Years: 2025
NEW ORLEANS → ORLANDO

13 Days, 1 Country
United States

From: **\$3,869**



Tour: 8530 [See Map](#)

Highlights Of Route 66

2025

Years: 2025, 2026
CHICAGO → LOS ANGELES

16 Days, 1 Country
United States

From: **\$4,479**



Tour: 8090 [See Map](#)

The Lone Star State To The French Quarter

2025

Years: 2025
DALLAS → NEW ORLEANS

12 Days, 1 Country
United States

From: **\$3,699**

Product Growth – ELITE SPORTS TOURS

Featured State(s)	Featured Cities	Travel Package(s)
Missouri	Kansas City	Kansas City Royals Baseball Kansas City Chiefs Football
	St. Louis	St. Louis Cardinals Baseball St. Louis Blues Hockey
Tennessee	Memphis	Memphis Grizzlies Basketball
	Nashville	Tennessee Titans Football Nashville Predators Hockey
North Carolina	Raleigh	Carolina Hurricanes Hockey
	Charlotte	Charlotte Hornets Basketball Carolina Panthers Football
★ Louisiana (NEW)	New Orleans	New Orleans Pelicans New Orleans Saints

4 City Tours Featured

In addition to the 3 existing tours, Elite Sports Tours added 1 more city tours featuring Louisiana, New Orleans.

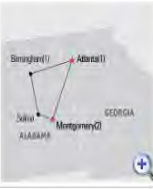


Product Growth – EXPLORICA

3 Tours Featured

In addition to the 2 existing tours, Explorica added 1 more city tours featuring Louisiana, New Orleans.

Tour	Featured State(s)
Civil Rights in the South Student Tour	Alabama
Nashville Student Tour (with optional Memphis extension)	Tennessee
★ New Orleans (NEW)	Louisiana



Civil Rights in the South

Days: 5

Journey back to a time of revolution and brotherhood in the heart of the Civil Rights Movement. Follow the path of the marches through Atlanta, Montgomery and Birmingham, as well as the town of Selma, where a peaceful protest erupted into what is now called "Bloody Sunday." Commemorate the key contributors to civil rights by visiting the Rosa Parks Museum and the National Voting Rights Museum, then visit the home and church of the most famous civil rights activist of them all, the venerated Dr. Martin Luther King, Jr.

[Prices and customizations](#)




Nashville

with optional Memphis Extension

Days: 3 - 4

Explore all that Music City, USA has to offer with a tour of the Grand Ole Opry, home of the longest-running radio broadcast in American history, a visit to the Country Music Hall of Fame, and a stop at the Nashville Public Library Civil Rights Room, where you'll sit at the symbolic lunch counter and learn about Nashville's path to ending segregation.

[Prices and customizations](#)



New Orleans

with optional New Orleans Community Engagement Extension

Days: 4 - 5

Delve into Creole and Cajun culture in the diverse and vibrant city of New Orleans. Stroll around the famous French Quarter, tap your foot to the beat during an evening Mississippi Riverboat cruise through the Port of New Orleans.

[Prices and customizations](#)

Product Growth – GEOTOURS

3 Tours Featured

In addition to the 1 existing tours, Geotours added 2 more city tours featuring Baton Rouge, Henderson, Lafayette, New Orleans, Nottoway Plantation.



Tour	Featured State(s)
Natchez	Mississippi
★ Baton Rouge, Henderson, Lafayette, New Orleans, Nottoway Plantation (NEW)	Louisiana
New Orleans	Louisiana



BATON ROUGE
LOUISIANA, USA

MORE



HENDERSON
LOUISIANA, USA

MORE



LAFAYETTE
LOUISIANA, USA

MORE



NATCHEZ
MISSISSIPPI, USA

MORE



NEW ORLEANS
LOUISIANA, USA

MORE



NOTTOWAY PLANTATION
LOUISIANA, USA

MORE



Product Growth - GO WEST TOURS

6 Tours Featured

In addition to the 5 existing tours, Go West Tours added 1 more city tours featuring Louisiana, New Orleans.

Tour	Featured State(s)
Rhythms of the River	Missouri, Tennessee & Mississippi
The Southern Civil Rights Story	Tennessee, Arkansas, Mississippi, Alabama
The Music Trail	Louisiana, Tennessee
Musical Roots of the South	Mississippi, Alabama, Tennessee, North Carolina & South Carolina
The Mayflower and The Atlantic Colonies	North Carolina & South Carolina
★ Jewel of the South (NEW)	Louisiana



Product Growth - INSIGHT VACATIONS

5 Tours Featured

In addition to the 3 existing tours, Insight Vacations added 2 more city tours featuring Louisiana, Tennessee & Mississippi.

Tour	Featured State(s)	2025 Dates
Spectacular National Parks of Eastern USA	West Virginia, North Carolina & Tennessee	September-October
Country Roads of the Deep South	Louisiana, Tennessee & Mississippi	September-October
★ Country Roads of the Deep South, A Women-Only Tour (NEW)	Louisiana, Tennessee & Mississippi	September
★ Soul of the Deep South (NEW)	Louisiana, Tennessee & Mississippi	April, May, June, October
Soul of the Deep South, A women-Only Tour	Louisiana, Tennessee & Mississippi	March & September

Save up to \$839

3.5

SPECTACULAR NATIONAL PARKS OF EASTERN USA

10 Days 7 Locations 1 Country

Explore National Parks and Iconic Cities on this 10-Day guided tour of the US

From \$6,156 pp

VIEW TOUR

GET A QUOTE

Quick View

Add to compare

This tour has other options available. [More tour options](#)

Save up to \$993

4.7

COUNTRY ROADS OF THE DEEP SOUTH Classic Group

12 Days 6 Locations 1 Country

Discover the Real Deep South During This 12-Day Guided Tour of the U.S.

From \$7,282 pp

VIEW TOUR

GET A QUOTE

Quick View

Add to compare

NEW

COUNTRY ROADS OF THE DEEP SOUTH, A WOMEN-ONLY TOUR

Revel with a local, starting from \$275

SEE DATES

GET A QUOTE

12 Days 6 Locations 1 Country 1 Monthly Women-Only

Discover the Real Deep South During This 12-Day Women-Only Tour of the U.S.

Download Brochure

Immerse yourself in the vibrant culture of the Deep South on this 12-day guided, women-only tour, designed to celebrate and connect with influential women. Experience the soul of Nashville as you stroll through the Broadway entertainment district, surrounded by the lights and music of country music legends. Enjoy a guided tour of Nashville and witness a female songwriter at the Country Music Hall of Fame who will share her industry insights. In Memphis, participate in a MAZE TRAILS PHOTOGRAPHY Experience with a local focused on Corporate America's impact on Women's Rights, Civil Rights, and Justice for All. Followed by a private tour of the State Museum of American Soul Music. Explore New Orleans through the Great Women of the Mississippi River Delta tour. Discovering the remarkable women who shaped the city. Conclude your journey with a cooking demo by a female chef and a behind-the-scenes tour of Mardi Gras World.

View Details

NEW

SOUL OF THE DEEP SOUTH

9 Days 6 Locations 1 Country

Discover the Tastes and Sounds of the Soul of the Deep South During This 9-Day Guided Tour of the U.S.

From \$7,450 pp

VIEW TOUR

GET A QUOTE

Quick View

Add to compare

This tour has other options available. [More tour options](#)

Save up to \$899

NEW

SOUL OF THE DEEP SOUTH, A WOMEN-ONLY TOUR Small Group

9 Days 6 Locations 1 Country

Discover the Soul of the Deep South During This 9-Day Women-Only Tour of the U.S.

From \$8,096 pp

VIEW TOUR

GET A QUOTE

Quick View

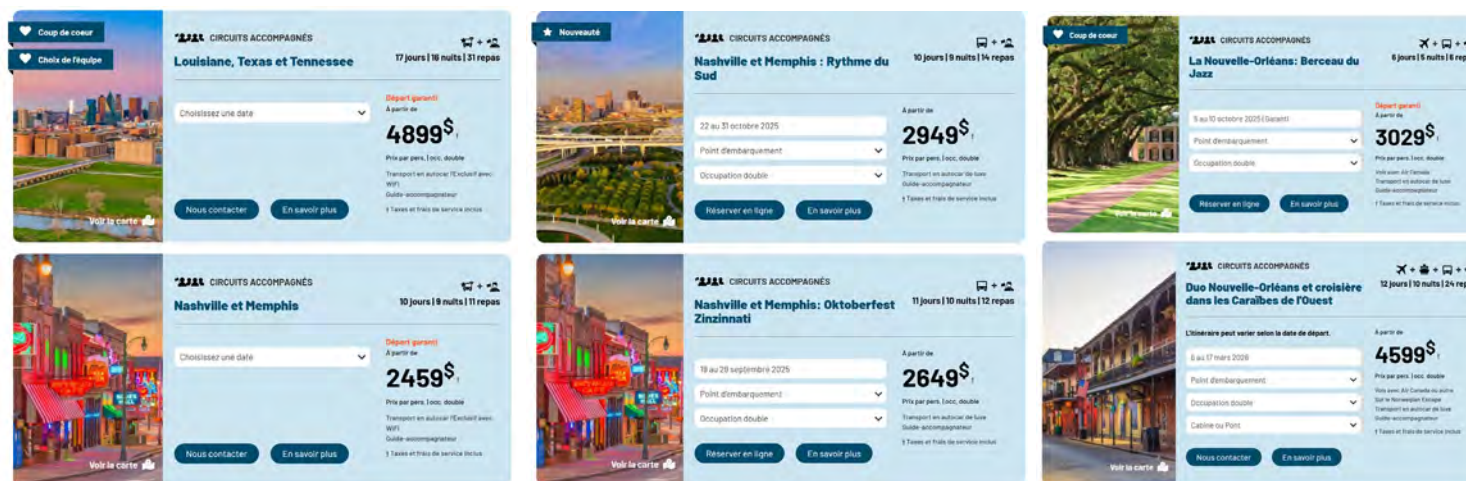
Add to compare

Product Growth - GROUPE VOYAGES QUEBEC

6 Tours Featured

In addition to the 2 existing tours, GVQ added 4 more city tours featuring Louisiana, New Orleans and Nashville, Tennessee.

Tour	Featured State(s)
Louisiane, Texas et Tennessee	Louisiana, Tennessee
Nashville et Memphis	Tennessee
★ La Nouvelle-Orleans: Berceau du Jazz (NEW)	Louisiana
★ Nashville et Memphis : Rythme du Sud (NEW)	Louisiana
★ Duo Nouvelle-Orléans et croisière dans les Caraïbes de l'Ouest (NEW)	Tennessee
★ Nashville et Memphis: Oktoberfest Zinzinnati (NEW)	Tennessee



Product Growth - TOUNDRA VOYAGES

Tour	Featured State(s)
Les Racines Musicales du Sud	Mississippi, Tennessee & Alabama
Sur La Route de Memphis	Tennessee
★ Fantomes et Culture Vaudou a la Nouvelle Orleans (NEW)	Louisiana
★ Sentiers Secrets : Petites Routes, Plages Et Bayous (NEW)	Louisiana
★ Sud-est Des États-unis: Musique, Histoire Et Nature (NEW)	Tennessee , Louisiana
★ Plages Et Histoire Américaine Dans Les Carolines (NEW)	South & North Carolina
★ Entre Jazz Band Et Bayou (NEW)	Louisiana

7 Tours Featured

In addition to the 2 existing tours, Toundra Voyages added 5 more city tours featuring Louisiana, New Orleans and Nashville, Tennessee and South CA and North CA.



Travel South International Showcase 2024

Overview & Results

Overview & Highlights:

Super FAMs: Thursday, December 5, 2024 -Sunday, December 8, 2024

International Showcase: Monday, December 2, 2024 – Thursday, December 5, 2024

This year's Travel South USA International Showcase took place in Atlanta, Georgia and included pre-FAMs. The interactive marketplace featured 3 full days of scheduled appointments, networking events, and city tours which allowed buyers and suppliers the opportunity to meet face-to-face, to build relationships and to grow their business.

The Canada office secured 6 trade delegates along with 1 trade media to attend. This is double the attendance from 2023.

Travel Trade:

- Laurence Despiegel, Toundra Voyages
- Beth Fleeton, CAA Niagara
- Kelsey Baron, AMA Travel
- James Ma, Concord Tours
- Maryssa Lessard, GVQ
- Julien Yessien, Expression Voyages

Trade Media:

- Christine Roberti, Baxter Media

Overall, a total of 2 articles were published across Baxter Media in Canadian Travel Press and Travel Courier.

The full International Showcase 2024 Report can be found [HERE](#).



Travel South International Showcase 2024 Delegates

Trade Delegates



Kelsey Baron Supervisor
Product Sales and Service
AMA (Alberta Motor Association)

The Alberta Motor Association formed in 1926, when auto clubs from Edmonton and Calgary joined forces to make things better for motorists. Together, they lobbied for safer roads and lower fuel taxes, marking the start of a nearly century-long legacy of Albertans serving Albertans.



Laurence Despiegel
Business Development
Toundra Voyages

Since being founded in 1998, Toundra Voyages has become North America's go-to receptive agency in customized independent or group tourism. Their mission is to create and organize tailor-made travel and select, adapt and personalize tourist experience in North American for tourism professionals, while delivering quality service and advice through a team of destination experts.

Travel South International Showcase 2024 Delegates

Trade Delegates



James Ma

Owner
Concord Tours

Concorde International Group presents itself as a diversified global group company, several companies fall under its administration, such as Concorde Tours, Concorde Transports, Concorde Robots, Concorde Exportations et Importations, Concorde Placement Agency and Concorde Immigration. As an important part of the Concorde Group, Concorde Tours is committed to providing its customers with a high range of service within the tourism sector. Tours Concorde offers a variety of travel itineraries, including coach tours in Canada and the United States. They offer itineraries for business trips, designed in the interest and expertise arrangements for the smooth running of major business events. They simultaneously launch tailor-made travel programs, group tours around the world etc. We also sell airline tickets, and help plan accommodation reservations, luxury cruises according to the demand of our customers.



Maryssa Lessard

Product Coordinator
GVQ

Groupe Voyages Québec is first and foremost a passion for travel, recognized knowhow and controlled quality. Based on market trends, the packages are constantly evolving and most of the time feature unique features that are off the beaten track and appeal to travelers who want to fully enjoy their destination. GVQ's vision is to stand out by offering you a wide range of services that will make all your dreams come true.

Travel South International Showcase 2024 Delegates

Trade Delegates



Beth Fleeton Associate Director
Travel Sales & Experience
CAA Niagara

CAA Niagara is a not-for-profit membership organization that offers roadside assistance, insurance, travel and rewards. We serve Members in the Niagara Region with five branch locations in St. Catharines, Niagara Falls, Welland, Thorold and Grimsby. CAA Niagara employs more than 170 drivers, travel agents and administrative staff, to serve more than 150,000 Members in the Niagara Region. We provide our Members access to an ever-expanding range of useful and reliable services that give Members peace of mind - from your own backyard to just about anywhere your wanderlust takes you. We operate under the guidance of a Board of Directors, who ensure continued financial viability and the fulfillment of CAA Niagara's strategic direction on behalf of its Membership.



Julien Yessien
Product Coordinator
Expression Voyages

Highly appreciated for the originality of its tours, Expression Voyages has become one of the largest group tour operators in Quebec and is present in the Eastern Townships, Centre-du-Québec, Mégantic, Mauricie, Montérégie, Beauce, Montreal and Quebec City. Fans of short getaways of one or two days, shows , theaters , festivals and casinos will once again be well served this year. All this in a relaxed, festive, friendly and informative atmosphere!

Travel South International Showcase 2024 Delegates

Travel Trade Media



Christine Roberti
Editor Offshore Magazine (Baxter Media)

Baxter Media is one of the largest, most-trusted provider of travel industry news and information in Canada. As one of their flagship magazines, Canadian Travel Press serves as a source of stories, news, interviews, trends, and more for travel trade industry members. Distributed bi-weekly online and in print, the publication offers both advertising opportunities as well as editorial features.

Travel South International Showcase 2024

Media Coverage

As a result of Christine Roberti's attendance to the Travel South International Showcase 2024, we were able to secure multiple story placements in Baxter Media's trade publications; Canadian Travel Press online, Travel Press Today print and digital newsletter. Her stories resulted in **130,751 unique monthly views**.

Travel South USA International Showcase wraps up in Atlanta, Georgia

Date: December 5, 2024 Publication: Canadian Travel Press UMV: 52,877

Travel South Introduces Tourism Exchange Platform for Trade

Date: December 16, 2024

Publication: Travel Press (print & digital) UMV: 77,874

TRAVEL PRESS INSPIRING INNOVATION

Travel South USA International Showcase wraps up in Atlanta, Georgia

By Christine Roberti | December 5, 2024



This week, top tour operators from 18 countries in Europe, Australia/New Zealand, Brazil, Canada, and Asia came together to engage in more than 3,000 meetings with travel suppliers and DMJs from across the South for the annual Travel South USA Showcase.

Held this year in Atlanta, Georgia at the Hilton Signia from Dec. 1 to Dec. 4, more than 400 tourism professionals met for a series of informative face-to-face for a series of business discussions with one common goal—to get more people to travel to the Southern states.

"We are thrilled to welcome more than 400 tourism professionals to the Travel South International Showcase," said Brigitte Rouse, Travel South USA board chair and director. "Missouri Tourism brings an opening address. "These four days of intensive face-to-face meetings are one of our highest priorities and a signature event. We encourage you to join us with an open mind—you never know where your next big business opportunity may arise."

"Our goal is to advance and extend what is available for sale already in the United States, particularly the South," added Liz Blower, president and CEO, Travel South USA. "In terms of strategy around the international market, our goal is to think globally and act locally. We're really looking for a more global marketing platform and we are very focused on welcoming the world to our little corner of the United States. All are welcome."



Making global connections

Travel South USA's 2024 International Showcase opened on Dec. 1 with an Honors Night Celebration hosted by Kentucky Tourism, which gave a series of Ambassador Awards presented by Miss Partnership. Emcees for the evening were provided by Tennessee Tourism.

The official marketplace began on Dec. 3 with a key address from Fred Olson, the new president and CEO of Brand USA, who provided a Global Outlook from the main stage. Brand USA works directly with Travel South USA to promote community prosperity and grow travel jobs, all while promoting international visitors to the South.



"Your presence here shows a true commitment to growing our industry and the success of each and every business," Olson said. "Now we cross the new global era of travel is top of mind," he continued, adding that trade and new product development, including the Tourism Exchange program, remain key priorities for the organization.

As of October of this year, Brand USA is on track to reaching \$8.4 billion dollars in international visitor spending in the South. That's about 96 per cent of pre-pandemic spending," Olson said. "As we look ahead to 2025, we're forecast to exceed our 2019 baseline and hit a new milestone, and that's a testament to our region's resilience, the destinations of our great partners, and the strength of our tourism industry as a whole."

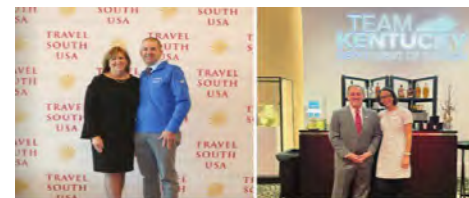


An ambitious goal

Next year, Travel South USA turns 60 and looking ahead, the organization, together with Brand USA, have set an ambitious collective goal of welcoming \$10 billion dollars of spending from international visitors by 2025. "If we work together, I'm confident that we can reach it and exceed it," Olson said, noting that the addition of a single hotel night or attraction can easily drive up that revenue.

International marketplaces between suppliers and attendees continued on Dec. 4.

A final farewell "Y'all Ball," hosted by Atlanta CVB & Explore Georgia, wrapped up this year's Showcase on the evening of Dec. 5, with live music and dancing, Southern bites and creative cocktails.



Travel South USA introduces Tourism Exchange platform for trade



STORY & PHOTOS BY CHRISTINE ROBERTI

Swinging to increase the reach and diversity of its travel products to align with visitor demands, Travel South USA and Brand USA have partnered to introduce the Tourism Exchange, an open digital marketplace that connects live inventory and sales between suppliers and distributors, both domestically and globally.

"Our goal is to advance and extend what is available for sale already in the United States, particularly the South," said Liz Blower, president and CEO, Travel South USA, opening at this year's Travel South USA International Showcase in Atlanta, GA. "In terms of strategy around the international market, our goal is to think globally and act locally. We're really looking for a more global marketing platform and we are very focused on welcoming the world to our little corner of the United States."

While certain booking engines like Booking.com and Expedia.com have a huge portion of the market, it doesn't always "make sense" for smaller businesses or tour operators to join, Blower says.

The Exchange, which is fully commissionable for travel and tour operators, is free to join and provides support and resources in real time to businesses who are interested in converting

from offline to online or expanding their product distribution.

WHY USE THE TOURISM EXCHANGE?

A backbone of sorts, the Exchange acts as both a booking engine and an inventory management system that can help offline businesses begin taking bookings online with no upfront costs. Live subscriptions are already set-up fees. Eighteen

U.S. states currently use the Exchange, with another three participating shortly. Dozens of local destinations within the Travel South USA states are also working together with individual businesses to help them join the Exchange.

Interested businesses pay a one-time platform fee of \$1,500 per year. While registration is free and open to everyone, Travel South USA is currently focusing on growing the database of small to medium boutique tour operators and

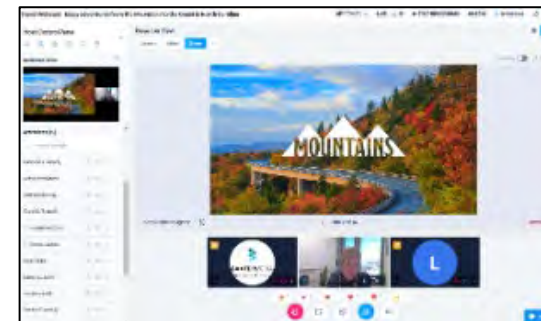
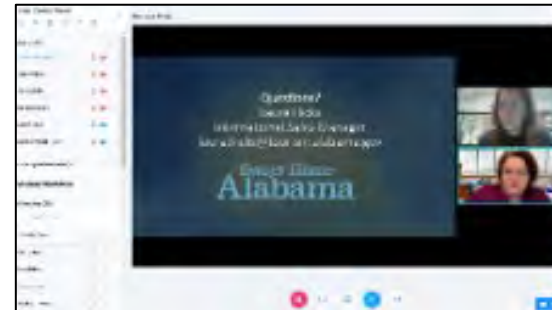
business contacts, who may not be connected to larger digital channels. By joining the Exchange, tourism businesses and destination marketing organizations can become more aligned, while offering diverse products to potential clients.

The Exchange is designed for trade professionals only, and does not offer a consumer-facing platform. Instead, it seeks to connect new suppliers to make places where restaurants are

Training Webinar – BAXTER MEDIA

As part of the TSUSA Canada strategy , a virtual webinar series was launched in partnership with Baxter Media to promote key Southern U.S. destinations to the Canadian travel trade. The sessions featured Missouri, Mississippi, ROTS (Louisiana, Georgia, Tennessee), Tennessee, Alabama, and North Carolina. Over 110 Canadian travel agents attended, resulting in strong engagement and growing interest in multi-state Southern itineraries.

of Attendees: 110 agents



Trade Newsletters

Description:

- Monthly themes are provided by TSUSA. Each state provides information and images based on that month's theme. Information is due by the 10th of the month.

Newsletter PDFs can be found [HERE](#).

Month	Theme	# of Recipients	Open Rate	Click Rate
September 2024	Sports – Professional and College – Games, Venues, upcoming Events	19,495	27.28%	2.48%
October 2024	Winter in the South – who knew?		27.94%	2.99%
November 2024	Girls Getaway Ideas		34.65%	2.99%
December 2024	Music Concerts & Festivals		34.65%	3.49%
January 2025	There is no time like Summer in the South!		32.61%	9.12%
February 2025	Avoid the crowds – Savvy Traveler Tips		28.60%	3.30%
March 2025	Instagram-able spots		/	/
April 2025	Eating your way thru the South – amazing dishes and restaurants you can't miss		24.68%	2.77%
May 2025	Luxury experiences for under \$100		27%	2.82%
June 2025	Free things to do while in the South		28.91%	1.69%
Average			29.59%	3.52%

MEDIA COVERAGE

Media Coverage

CoverageBook link can be found [HERE](#).

Month	# of Articles	Impressions
July 2024	7	16,154,640
August 2024	23	23,988,050
September 2024	26	16,300,000
October 2024	2	99,500
November 2024	1	304,000
December 2024	9	22,508,450
January 2025	25	22,342,228
February 2025	0	0
March 2025	3	914,000
April 2025	3	290,200
May 2025	1	860,000
June 2025	1	20,000
Total	101	103,781,068
Goal		50,000,000

Top Tier Media Coverage includes:

- Toronto Star
- Calgary Herald
- Vancouver Sun
- Informed Traveler Podcast
- iHeartRadio Podcast

June 2025

1 piece



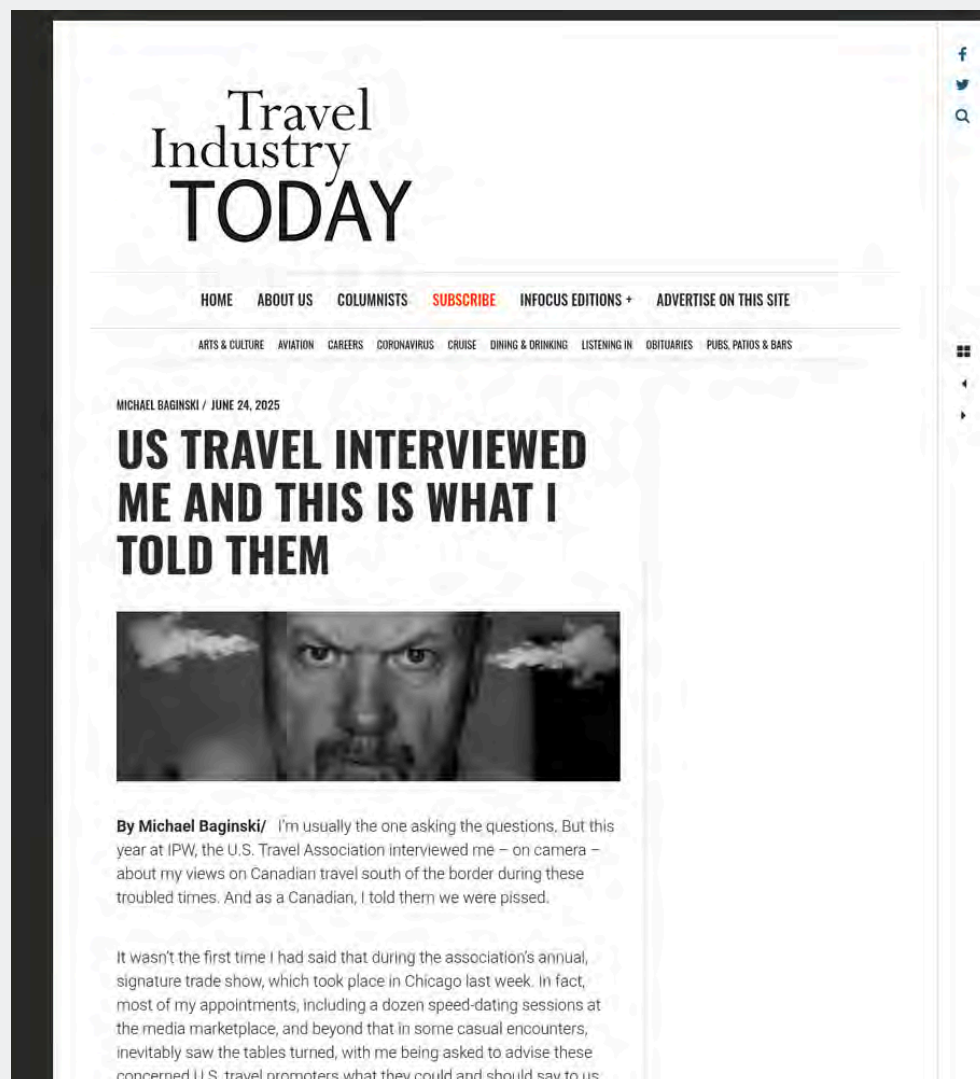
US TRAVEL INTERVIEWED ME AND THIS IS WHAT ...

travelindustrytoday.com/us-travel-intervie...

Estimated Views

928 [✓]

Calculated based on
audience size and social
engagement



May 2025

1 piece



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Buzzsprout is the easiest way to start a podcast. It gets your podcast online and into Apple Podcasts,...

85

Domain Authority [?]

Provided by
MOZ

860K

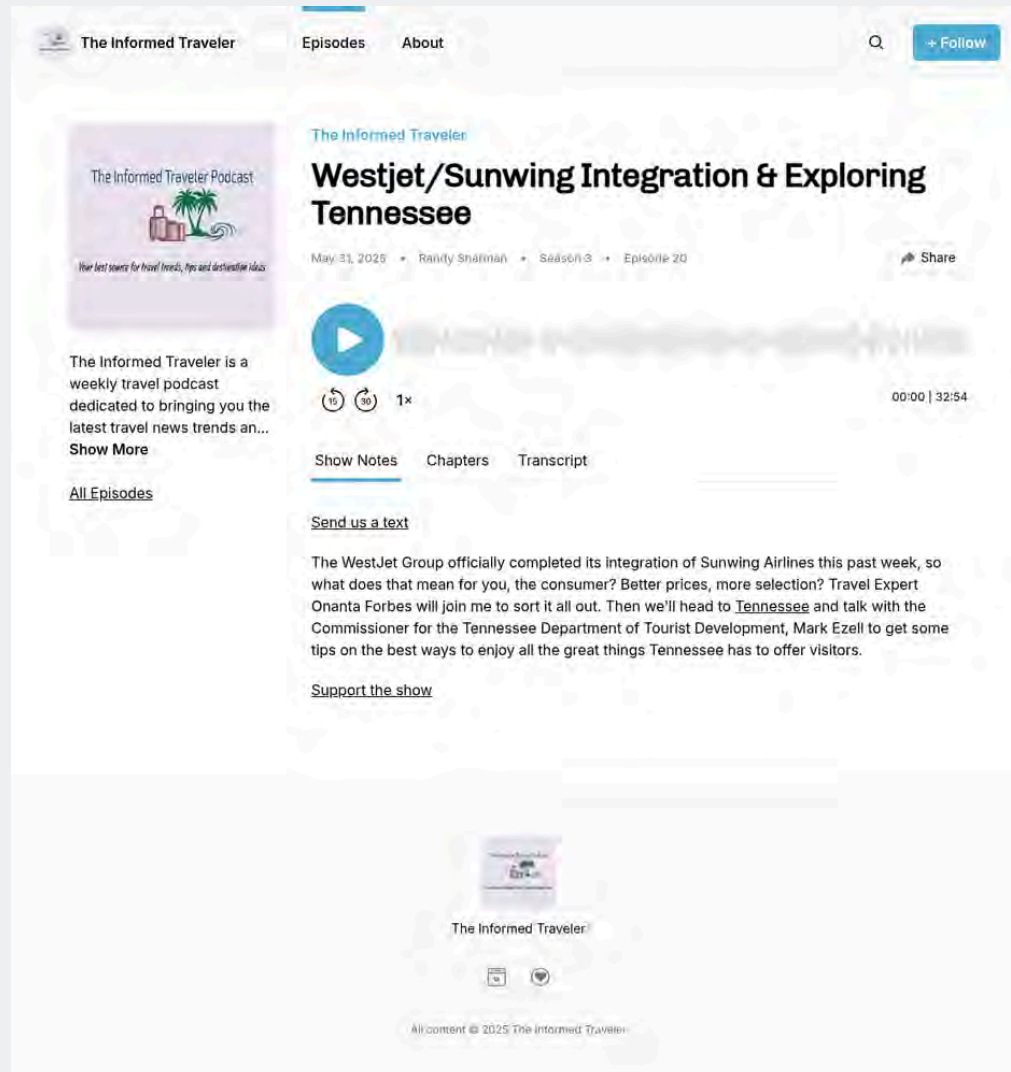
Unique Visits [?]

Provided by
SimilarWeb

🌐 ONLINE

Westjet/Sunwing Integration & Exploring Tennessee...

buzzsprout.com/2111088/episodes/17258...



Estimated Views

4.98K [✓]

Calculated based on audience size and social engagement

April 2025

3 pieces



National Parks Traveler | Essential coverage of essential places

64

Domain
Authority [?]

Provided by
MOZ

159K

Unique
Visits [?]

Provided by
SimilarWeb

May 20, 2024

🌐 ONLINE


Floating America's First National River

[nationalparkstraveler.org/2025/04/floating...](https://nationalparkstraveler.org/2025/04/floating-america-s-first-national-river/)

Estimated Views

1.05K [✓]

Calculated based on
audience size and social
engagement




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Home » Floating America's First National River [Share / Save](#) [f](#) [t](#) [i](#)



Floating America's First National River

By Jennifer Bain
April 11, 2025

[Click to view entire image](#)

Austin Albers, president of the Buffalo Outdoor Center, canoes the Buffalo National River in Arkansas with his son River/Jennifer Bain

Uh-oh, this doesn't look good. A kayaker is careening down the narrow winding river, letting the current pull her towards danger instead of paddling like mad away from it. "Stay hard right," shouts Hailey Albers. "Stay away from that root wad." Whooping and hollering, the woman rather gleefully crashes right into a partially submerged tangle of tree roots.

"Lean towards the tree," Albers calmly urges.

"Why can't my husband pull me like he said he would," laughs the good snort, freeing her kayak and breezing past us towards



JourneyWoman

We have inspired women to travel safely and well since 1994; trusted worldwide for solo travel advic...

55

Domain
Authority [?]

Provided by
MOZ

18.2K

Unique
Visits [?]

Provided by
SimilarWeb

May 06, 2025

🌐 ONLINE

25 Less-Travelled National Parks That Adventurous Wome...

journeywoman.com/destinations/national...

Get *Smitten*: our new subscription newsletter for women over 50!

Subscribe Now! (CAD) Subscribe Now! (USD/Other)


JourneyWoman

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TYPE OF TRAVEL ▾ ABOUT US ▾

25 Less-Travelled National Parks That Adventurous Women Should Visit

by Jennifer Bain | May 6, 2025



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Toggle Font size **11**

Featured image: Cotapaxi in Ecuador, one of many less-travelled national parks to explore around the world | Photo by [Galyna Andrushko](#) on Envato

How to find natural and cultural adventures in protected places in Canada, the U.S. and beyond

by Jennifer Bain

When I express love for "national parks," it's shorthand for saying I visit protected places wherever I go. Parks Canada oversees national parks, marine conservation areas and historic sites. The U.S.

Estimated Views

226 [✓]

Calculated based on
audience size and social
engagement



National Parks Traveler | Essential coverage of essential places

65

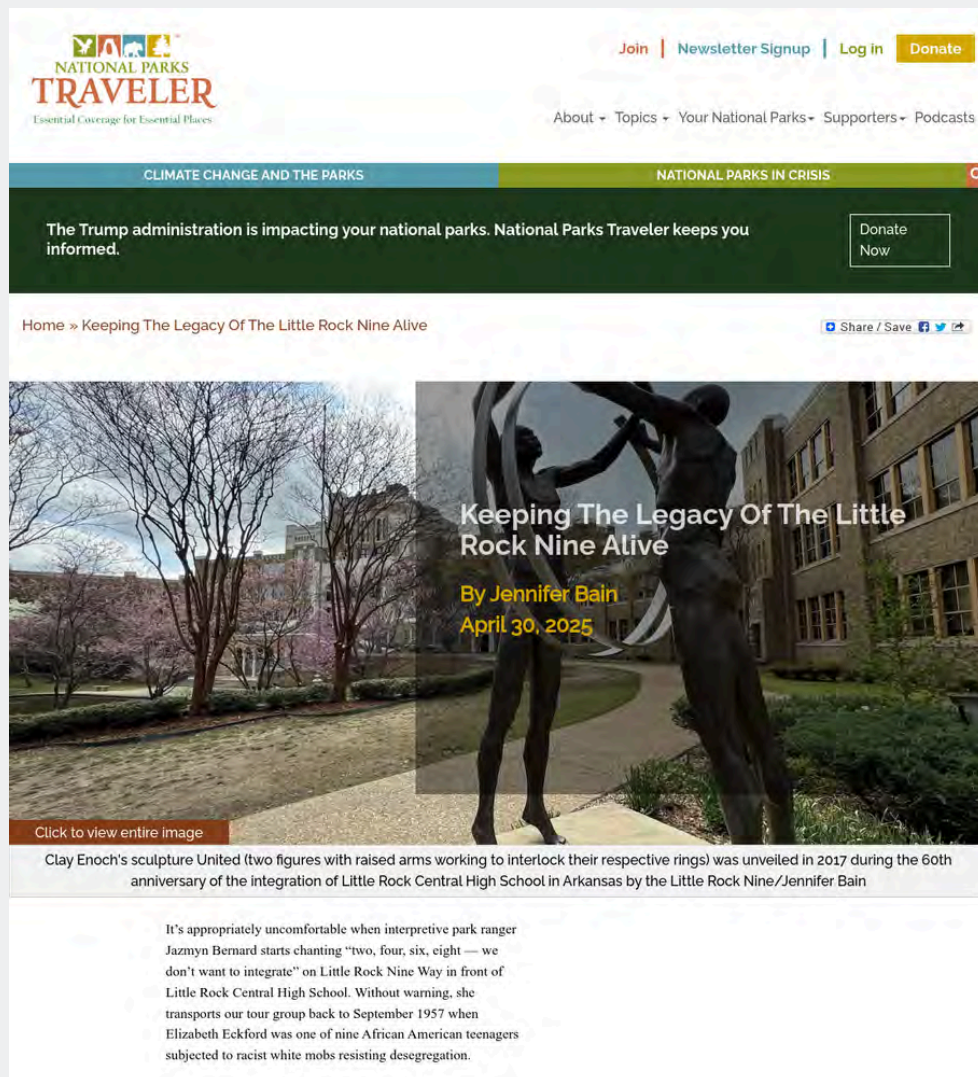
Domain
Authority [?]

Provided by
MOZ

113K

Unique
Visits [?]

Provided by
SimilarWeb



May 01, 2025

🌐 ONLINE

Keeping The Legacy Of The Little Rock Nine Alive

nationalparkstraveler.org/2025/04/keepin...

Estimated Views

758 [✓]

Calculated based on
audience size and social
engagement

Engagements

11 [✓]

Total number of social
engagements

March 2025

3 pieces



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Buzzsprout is the easiest way to start a podcast. It gets your podcast online and into Apple Podcasts,...

84

Domain Authority

Provided by
MOZ

864K

Unique Visits

Provided by
SimilarWeb

ONLINE

On Location in Louisville, Kentucky - The Informed Traveler

buzzsprout.com/2111088/episodes/16922...

The screenshot shows the Buzzsprout interface for the podcast 'The Informed Traveler'. The episode title is 'On Location in Louisville, Kentucky', dated April 05, 2025, by Randy Sharman, Season 3, Episode 11. It features a play button, a progress bar at 00:00 / 36:00, and a 'Share' button. Below the player, there are tabs for 'Show Notes' and 'Chapters'. The show notes describe a road trip from Louisiana to Louisville, Kentucky, mentioning the Travel South USA Global Week Conference and local experiences like bourbon and botanical gardens. There are also links to 'Send us a text' and 'Support the show'. The footer indicates 'All content © 2025 The Informed Traveler'.

Estimated Views

5.44K

Calculated based on audience size and social engagement



Free Podcast Hosting - Buzzsprout

Buzzsprout is the easiest way to start a podcast. It gets your podcast online and into Apple Podcasts,...

84

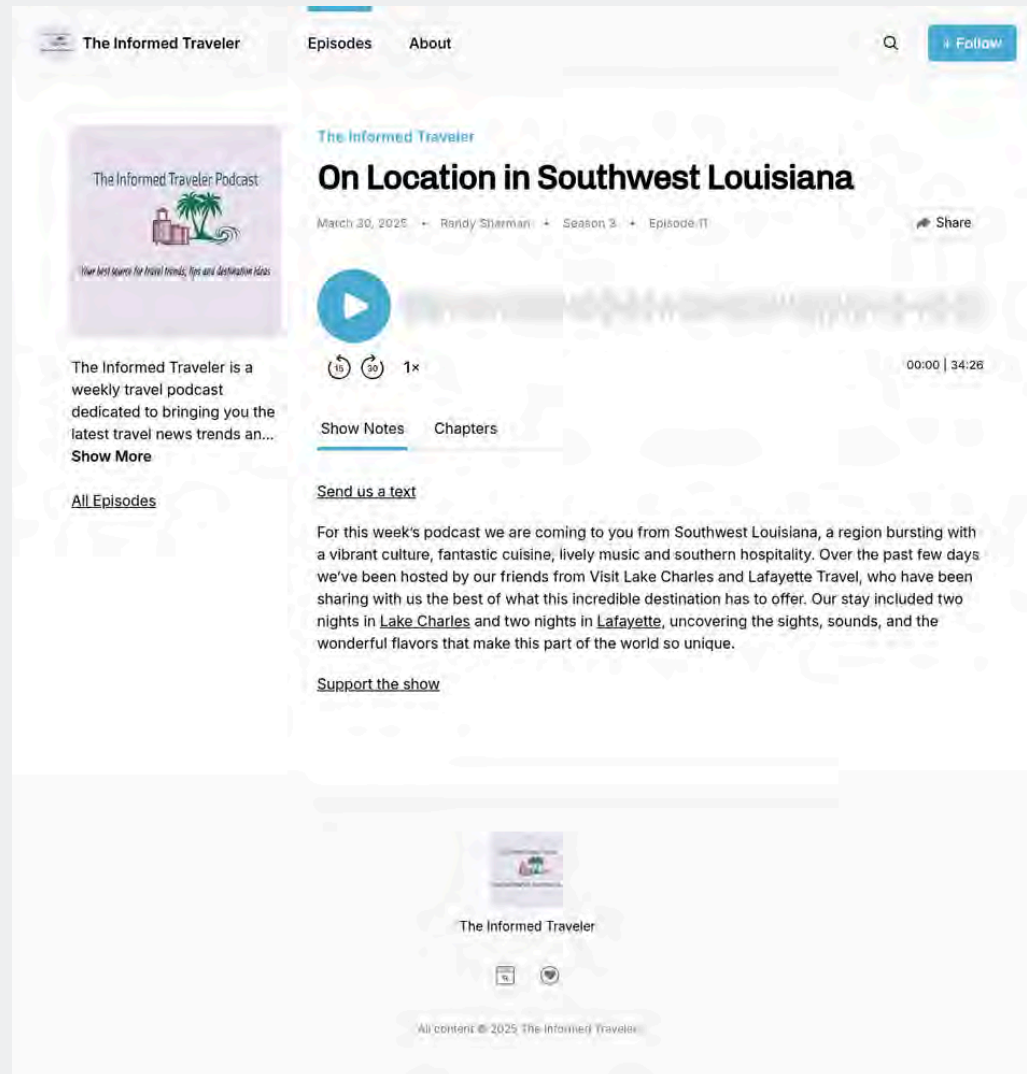
Domain Authority [?]

Provided by
MOZ

864K

Unique Visits [?]

Provided by
SimilarWeb



🌐 ONLINE

On Location in Southwest Louisiana - The Informed Traveler

buzzsprout.com/2111088/episodes/16882...

Estimated Views

5.44K [✓]

Calculated based on audience size and social engagement



Stock Market | FinancialContent

US Stock Market Information for NASDAQ, NYSE,
AMEX

67

Domain
Authority [?]

Provided by
MOZ

49.7K

Unique
Visits [?]

Provided by
SimilarWeb

April 02, 2025

🌐 ONLINE

The MICHELIN Guide lands in the American South | Daily Courier

markets.financialcontent.com/kelownadail...

Estimated Views

371 [✓]

Calculated based on
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The screenshot shows the homepage of The Daily Courier. At the top, there's a navigation bar with links like 'About Us', 'Contact Us', 'Subscriber Services', 'e-Edition', and 'Obituaries'. Below this is the masthead 'THE DAILY COURIER'. A secondary navigation bar includes 'HOME', 'NEWS', 'SPORTS', 'BUSINESS NEWS', 'ENTERTAINMENT', 'LIFE', 'OPINION', 'CLASSIFIEDS', 'CONTESTS', and 'OK BIDS'. A search bar is present with the placeholder 'TICKER SYMBOL OR COMPANY NAME' and a 'GET QUOTE' button. Below the search bar are tabs for 'Markets', 'Stocks', 'ETFs', and 'Tools'. The main content area features the article 'The MICHELIN Guide lands in the American South' by 'Michelin Guide via GlobeNewswire', dated 'April 02, 2025 at 10:00 AM EDT'. The article text begins with 'GREENVILLE, S.C., April 02, 2025 (GLOBE NEWSWIRE) --' followed by a bulleted list of points: 'This will be the first regional Guide in North America', 'Regional Guide will cover six states across the Southern U.S.', and 'MICHELIN Guide Inspectors are already in the field, finding culinary gems'. The article continues with a paragraph about the regional approach and a quote from Gwendal Poullennec, International Director of the MICHELIN Guides. It also mentions that the full 2025 restaurant selection will be revealed at a later date during the annual MICHELIN Guide ceremony. The article concludes with a quote from Liz Bittner, president & CEO of Travel South USA.

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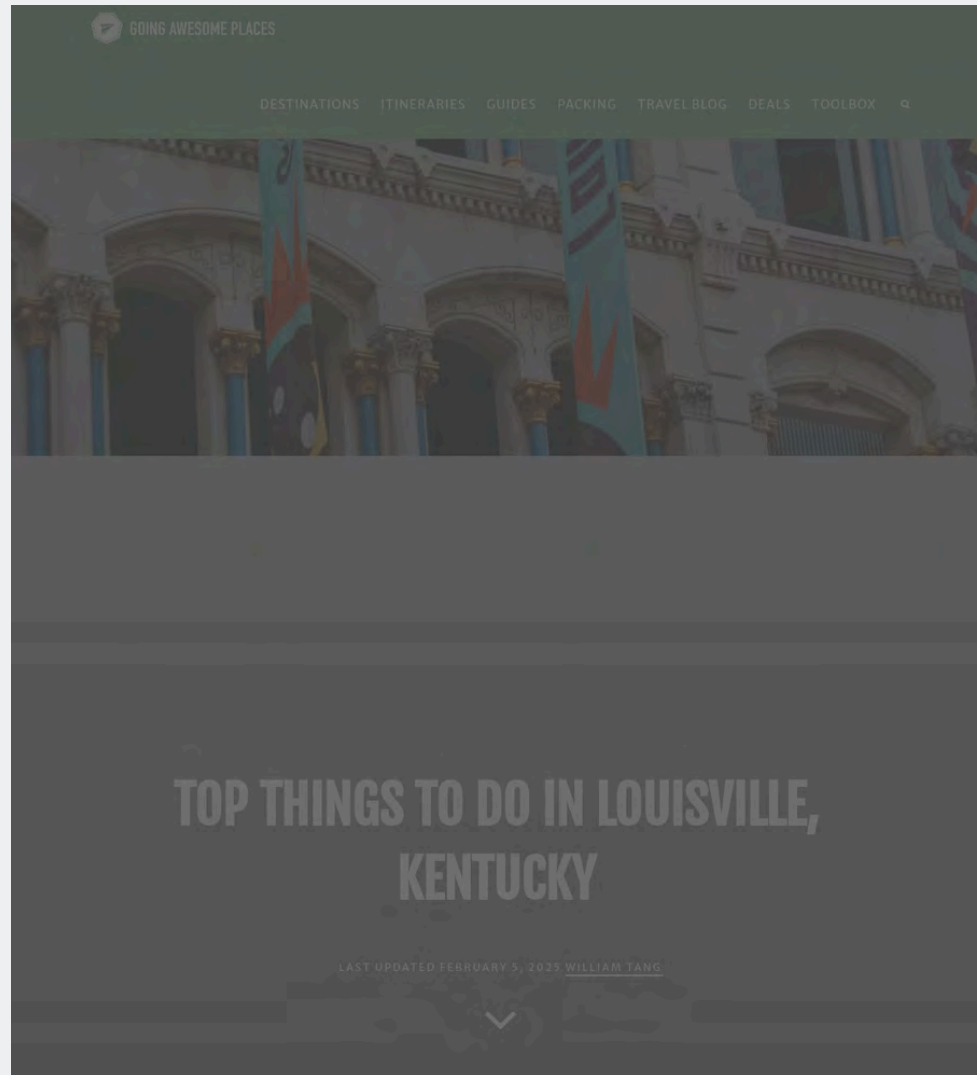
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By Adam Waxman

When asked to pick one place where the Delta Blues began, BB King pointed to Dockery Farms in Cleveland, Mississippi, where legends were born.

On a wet spring morning, I peel back the branches and weeds that cover what was once a stage on which Charlie Patton, fretting his guitar with a pocketknife, fed captive audiences his *Spoonful Blues*. In the silence, I imagine those who performed at this cotton plantation, isolated, so they wouldn't be run out of town. Some came to play; others stayed to teach. Patton stayed. Eddie "Son" House; Howlin' Wolf; Roebucks "Pops" Staples—they were all raised here.



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The morning get-up-and-go on this autumn sunrise in Bowling Green is crisp. Diners reanimate over a steaming cup of joe. Our waitress hurries over with good cheer, a print of a firetruck and some crayons to greet us as we sidle up to the counter for a chicken fried steak and a side of grits with butter and sugar. "What can I get you, hon?" She smiles. The sign above



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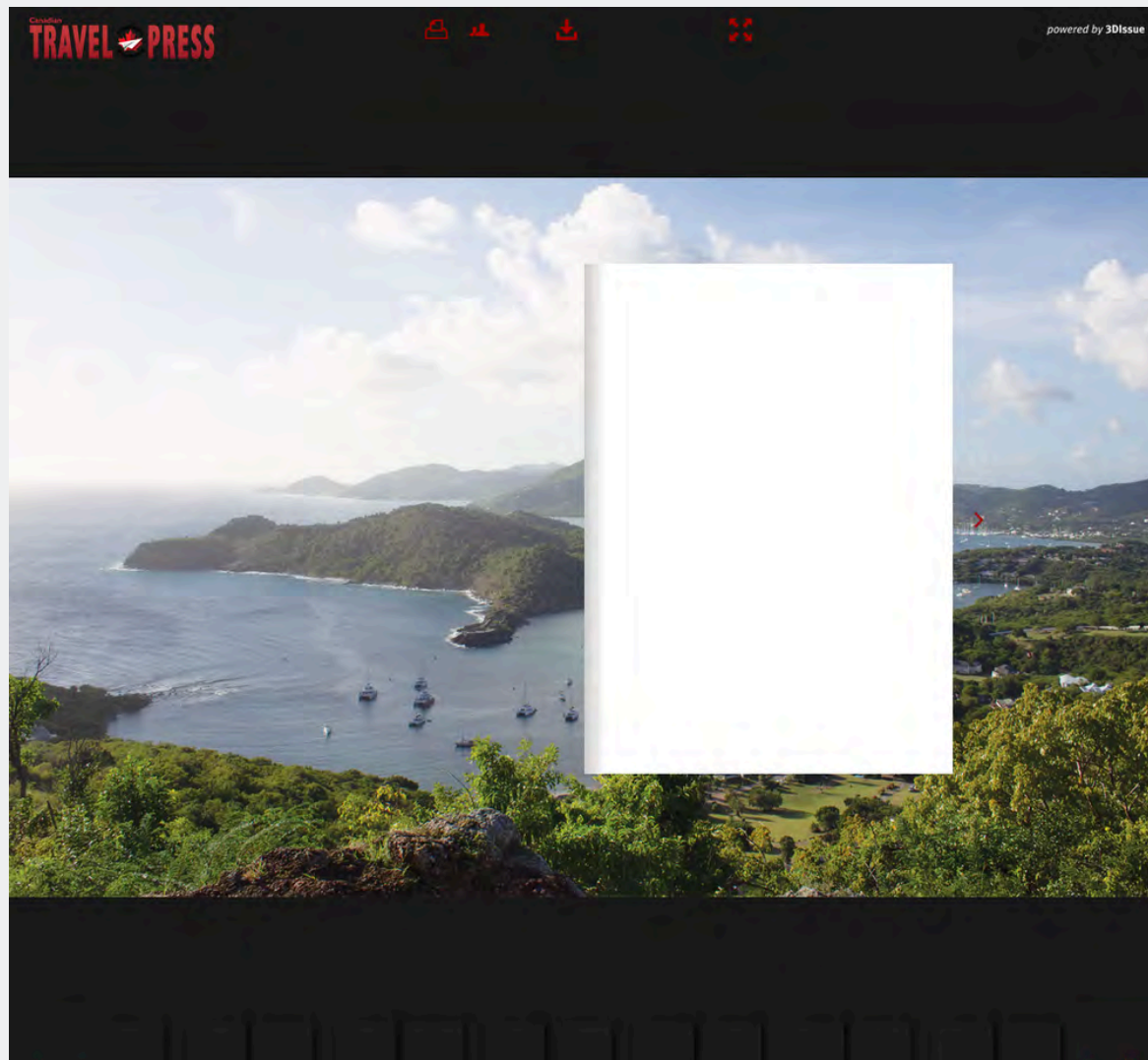
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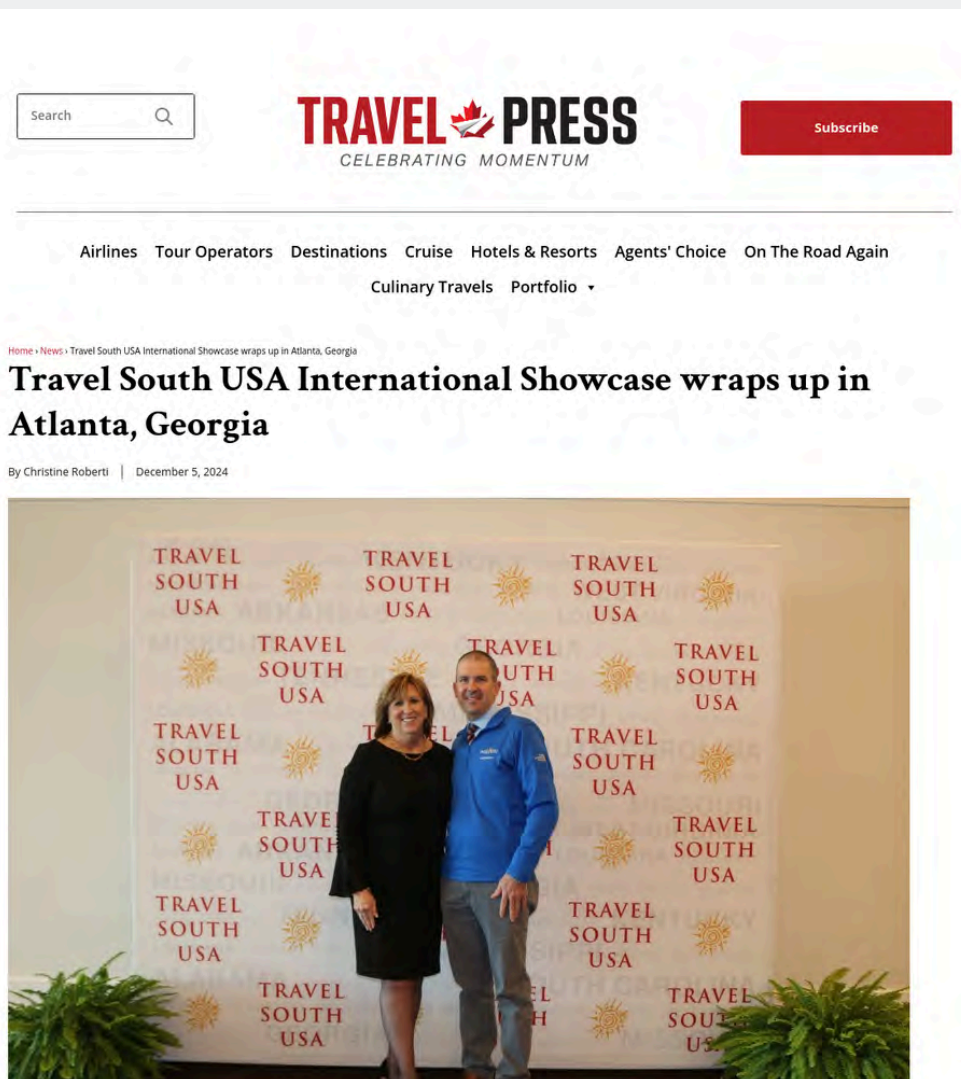
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The screenshot shows the iHeartRadio website interface. At the top, there's a navigation bar with 'iHeartRadio' logo, an 'Upgrade' button, and links for 'For You', 'Your Library', 'Live Radio', 'Podcasts', and 'More'. A search bar is also present. Below the navigation, the 'All Episodes' section is active, displaying the episode 'Liz Fleming Travels - Headed to North Myrtle Beach' with a play button, release date (September 25, 2024), and duration (50 mins). A description follows: 'This week we're celebrating shag dancing in North Myrtle Beach!'. There are 'Share' and 'Mark as Played' options. To the right, a 'Popular Podcasts' section lists 'How to Money', 'Dateline NBC', and 'Stuff You Should Know'. At the bottom, there's a footer with 'iHeartRadio' logo, a tagline 'Music, radio and podcasts, all free. Listen online or download the iHeart App.', social media links, and various links under 'EXPLORE', 'EXCLUSIVES', 'INFORMATION', and 'GET THE APP'. A copyright notice '© 2025 iHeartMedia, Inc.' and legal links are at the very bottom. A podcast player is visible at the bottom of the page.



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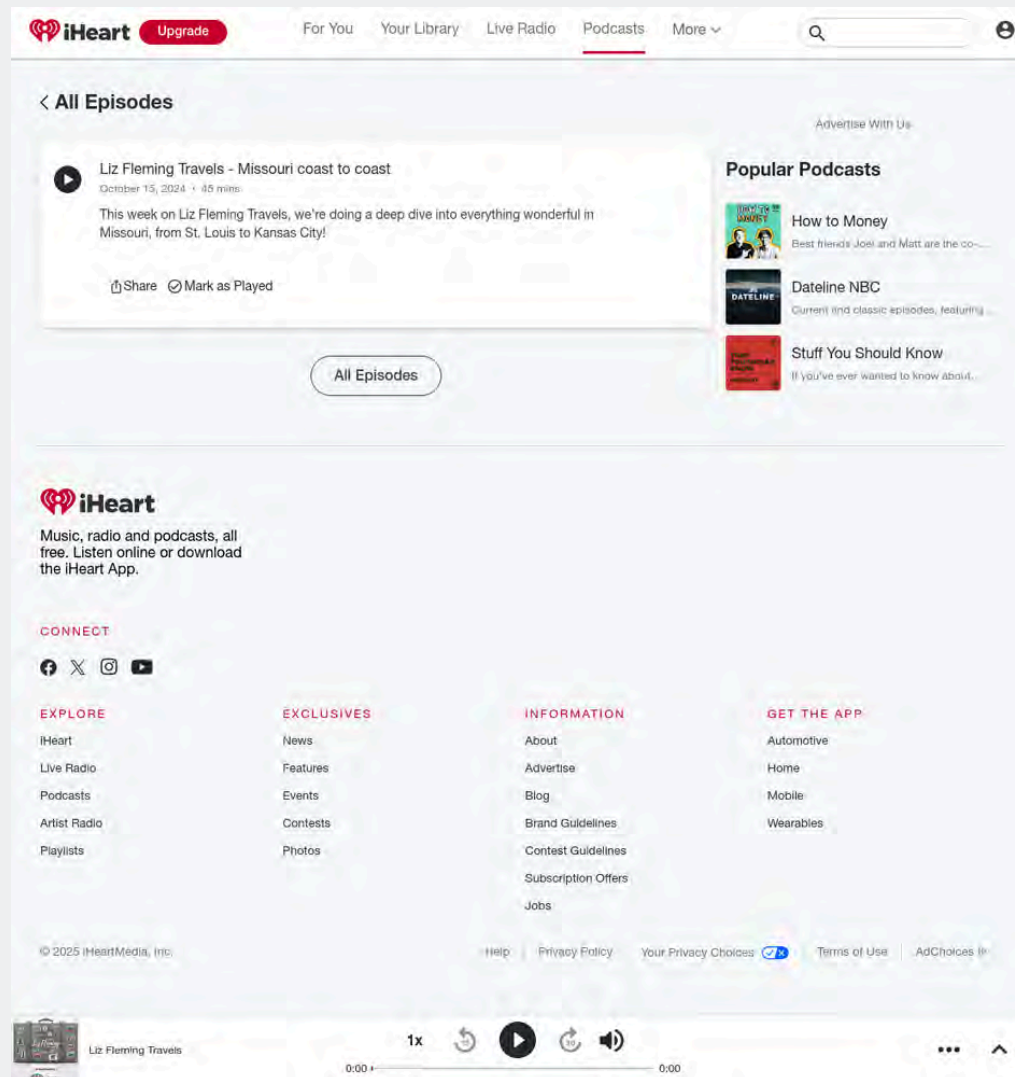
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Story by Ben Parker and Annabel Grossman • 1 mo • 1 min read

THE BLUEGRASS STATE
TRAVEL | SMART

KentuckyTravelSmart.png © The Independent

Annabel Grossman and Ben Parker take a tour of the US state of Kentucky in this episode of Travel Smart.

Known as the bluegrass state, Kentucky is obviously brimming with

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Both then sit down for a glass of bourbon - taking a look at the best drinks to try while in their hometown.

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Discover why Kentucky should be your gateway to the south

With its central location, it is the perfect place to visit during your fall or winter road trip to warmer destinations.

Updated Nov. 20, 2024 at 2:27 p.m. Nov. 20, 2024 3 min read



Louisville, Kentucky
Photo: Elia Locardi

For Canadians embarking on a road trip to the southern United States — or snowbirds heading to warmer climates to spend winter — Kentucky is the ideal overnight stop to break up your journey.

Conveniently located along major highways, the Bluegrass State is rich in history, culture and natural attractions, offering you plenty of options no matter where you plan to overnight or spend a few days. With scenic



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Savour Western Kentucky's BBQ Belt on your next road trip

Discover the unique flavours that make the barbecue offerings in the western region of the state some of the most delicious you will find.

Updated Nov. 20, 2024 at 2:32 p.m. Nov. 20, 2024 2 min read




Photo: Mike Wilkinson

You may have tried barbecue from the Carolinas, Texas or Tennessee, but real connoisseurs of this southern fare are in for a flavour-filled experience on their next visit to Kentucky. Tucked away on the backroads and hollows of the state are family-owned joints that have been cooking up some of the state's best dishes, many times perfecting them over generations.

For Canadians driving through the state on a road trip to the southern United States, the perfect spots to sample some of the delicious meats slow cooked over hickory, served with crust and sausage, and all the traditional



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Why fall is the best time to indulge your love of horses in Kentucky

Home to a rich equine history, the Bluegrass State features world-renowned racetracks, unique museums and the opportunity to meet world renowned athletes.

Oct. 30, 2024 2 min read



Kentucky Horse Park

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Home to a rich equine history, the Bluegrass State features world-renowned racetracks, unique museums and the opportunity to meet world renowned athletes.

Updated Nov. 29, 2024 at 3:13 p.m. Nov. 20, 2024 2 min read



Kentucky Horse Park

Elia Locardi

With its abundant fields of its namesake bright blue grass perfect for grazing, there is a reason why Kentucky and horses go foot in stirrup. With its mild weather and stunning landscapes, think rolling hills and path-crossed lush forests, the state has a rich equine history.

This is, after all, the home of the legendary Kentucky Derby and other racetracks, world-class farms open to visitors, the unique Kentucky Horse Park — home to the one-of-a-kind International Museum of the Horse and other



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A sports-lovers guide to the best of Kentucky

For fans of baseball, boxing or sports cars, there are several one-of-a-kind attractions waiting to be discovered.

Updated Nov. 20, 2024 at 2:30 p.m. Nov. 20, 2024 3 min read



Louisville Slugger Museum
Contributed

Think sports and Kentucky, and the first image that comes to mind might be a thoroughbred horse showcasing its majestic speed as it gallops along a racetrack. And while horses and Kentucky do go together, when it comes to sports, the Bluegrass State is in a league of its own.

Say Kentucky and baseball fans may instantly think of the Louisville Slugger,

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18 of the best small rural towns for remote workers in America

BY JON DYKSTRA / NOVEMBER 22, 2024 / ALL POSTS, REAL ESTATE



Kristen Holder // Shutterstock

18 great rural communities for remote workers

Competitive housing markets, overcrowding, and a lack of community connection are just some of the reasons why remote workers are leaving large metro areas for a better quality of life in small towns across the U.S. Many of these rural communities are stepping up to attract digital nomads, offering a blend of lower-cost living, accessible amenities, award-winning school systems,

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By Baxter Media | October 25, 2024



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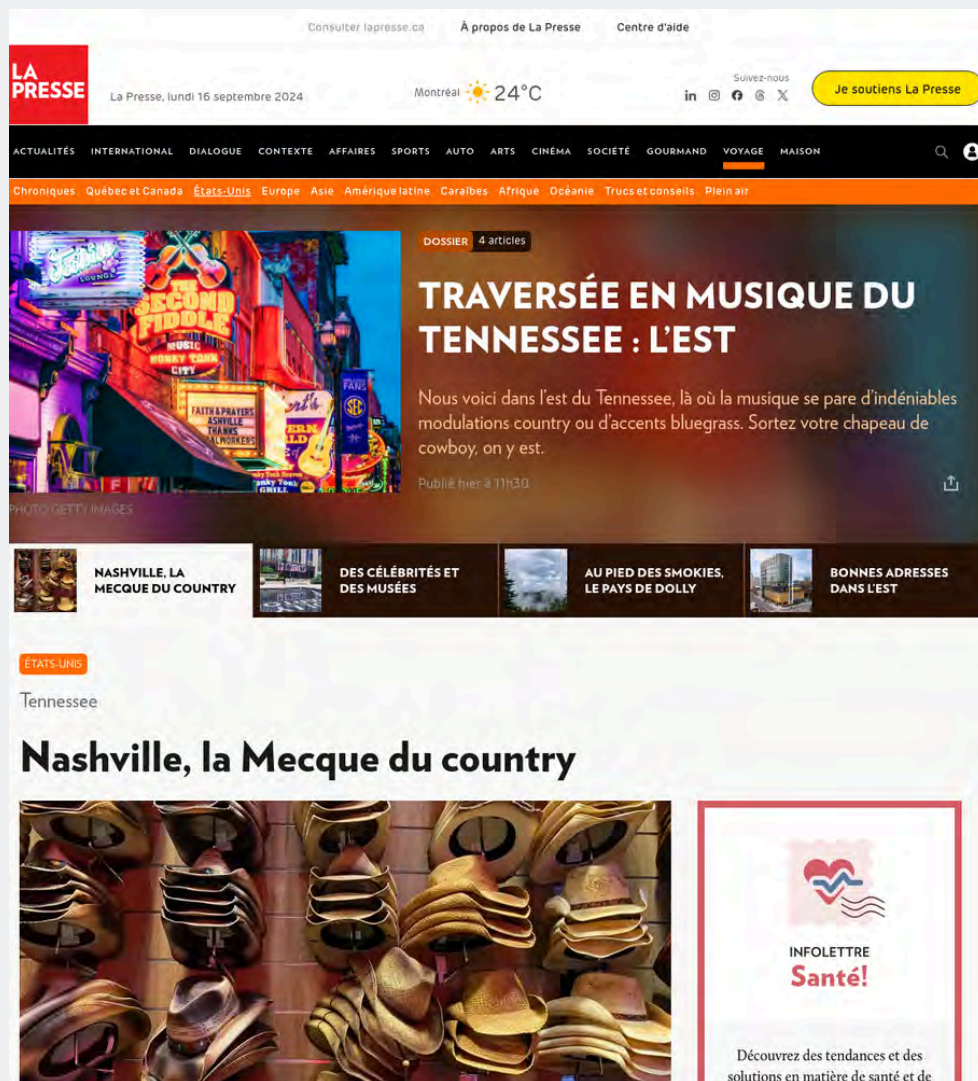
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Total number of social
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Impressions

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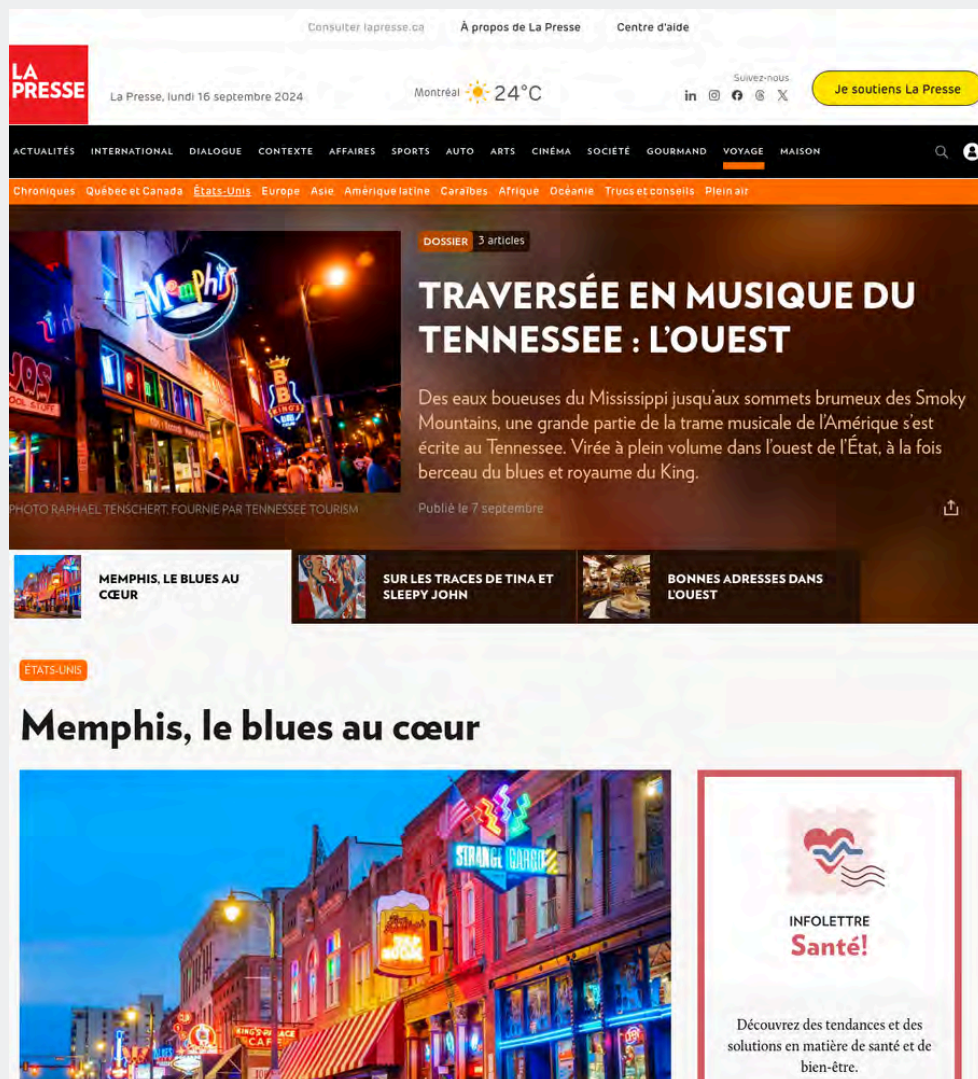
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Impressions

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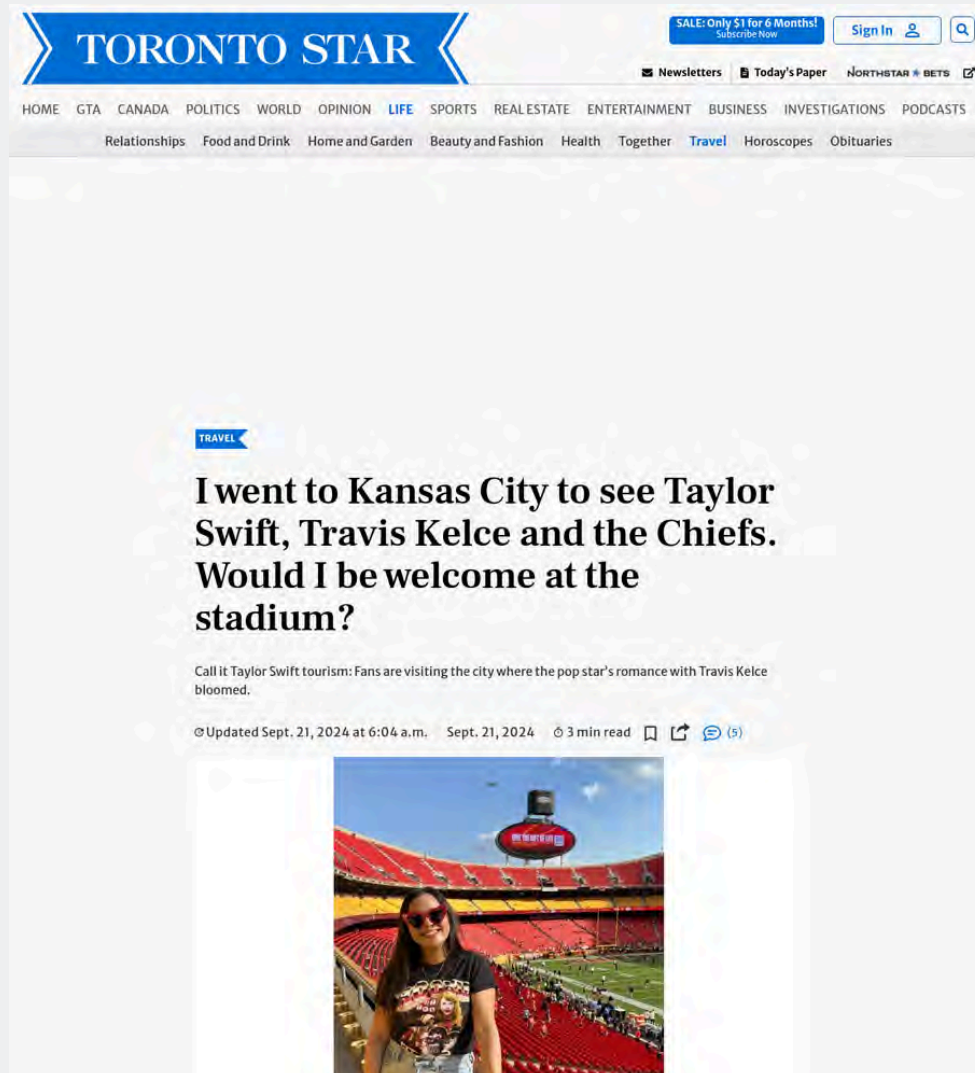
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États-Unis: la route 66 en cinq temps

ledevoir.com/plaisirs/voyage/819642/etat...



The screenshot shows the Le Devoir website interface. At the top, there's a navigation bar with 'Sections', 'Infolettres', and a search icon. Below this, a row of featured articles is visible, including 'Sur la trace du mystérieux Banksy à Bristol', 'Carnet voyage', and 'La Calabre, joyau de la botte'. The main article is titled 'États-Unis: la route 66 en cinq temps' by Charles-Édouard Carrier, dated 14 septembre 2024. It features a large photo of the 'Munger Moss MOTEL' sign. Below the photo, there's a caption: 'Photo: Charles-Édouard Carrier. Le motel Munger Moss, à Lebanon, est exploité par les mêmes propriétaires depuis 1971.' The article text begins with 'C'est le 30 avril 1926 qu'un télégramme voyageant entre Springfield, au Missouri, et Washington D.C. officialisa le nom d'une route qui devait relier Chicago à Los Angeles. La route 66 était officiellement créée, faisant de Springfield le lieu de naissance de cette route aux 3940 kilomètres chargés d'histoire. À l'approche de son centième anniversaire, villes, villages et communautés le long du tracé original traversant le Missouri se...

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Call it Taylor Swift tourism: Fans are visiting the city where the pop star's romance with Travis Kelce bloomed.

By Lara Buchar Special to the Star

Saturday, September 21, 2024 • 3 min to read

🔄 Article was updated Sep 21, 2024



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Impressions

78K

Impressions



The Hamilton Spectator

72

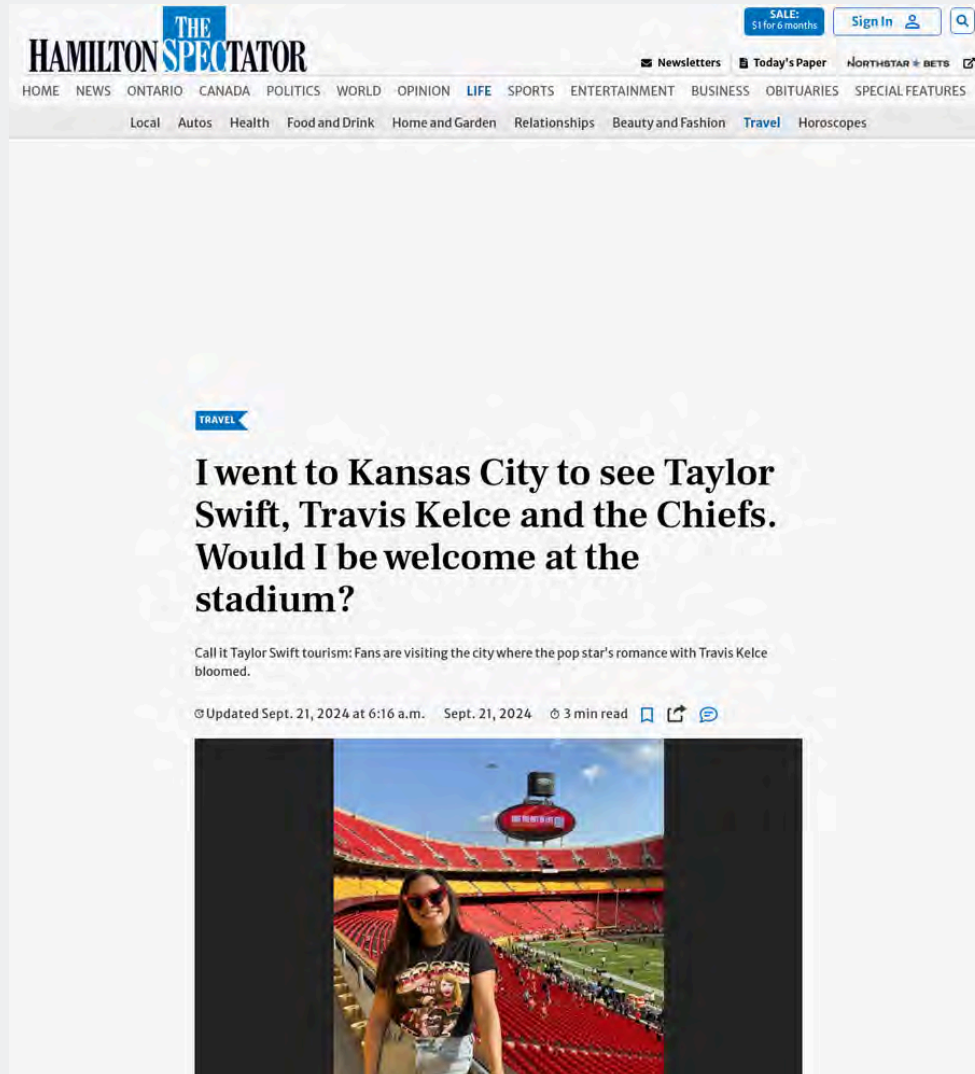
Domain
Authority [?]

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853K

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September 21, 2024

🌐 ONLINE

I went to Kansas City to see Taylor Swift, Travis Kelce and the...

thespec.com/life/travel/i-went-to-kansas-c...

Estimated Views

7.72K [✓]

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audience size and social
engagement

Impressions

853K

Impressions



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59

Domain
Authority [?]

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409K

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By Lara Buchar Special to the Star

Saturday, September 21, 2024 3 min to read

Article was updated Sep 21, 2024



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September 21, 2024

ONLINE

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durhamregion.com/things-to-do/travel/i-w...

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6.27K [✓]

Calculated based on
audience size and social
engagement

Impressions

409K

Impressions



St. Catharines Standard

63

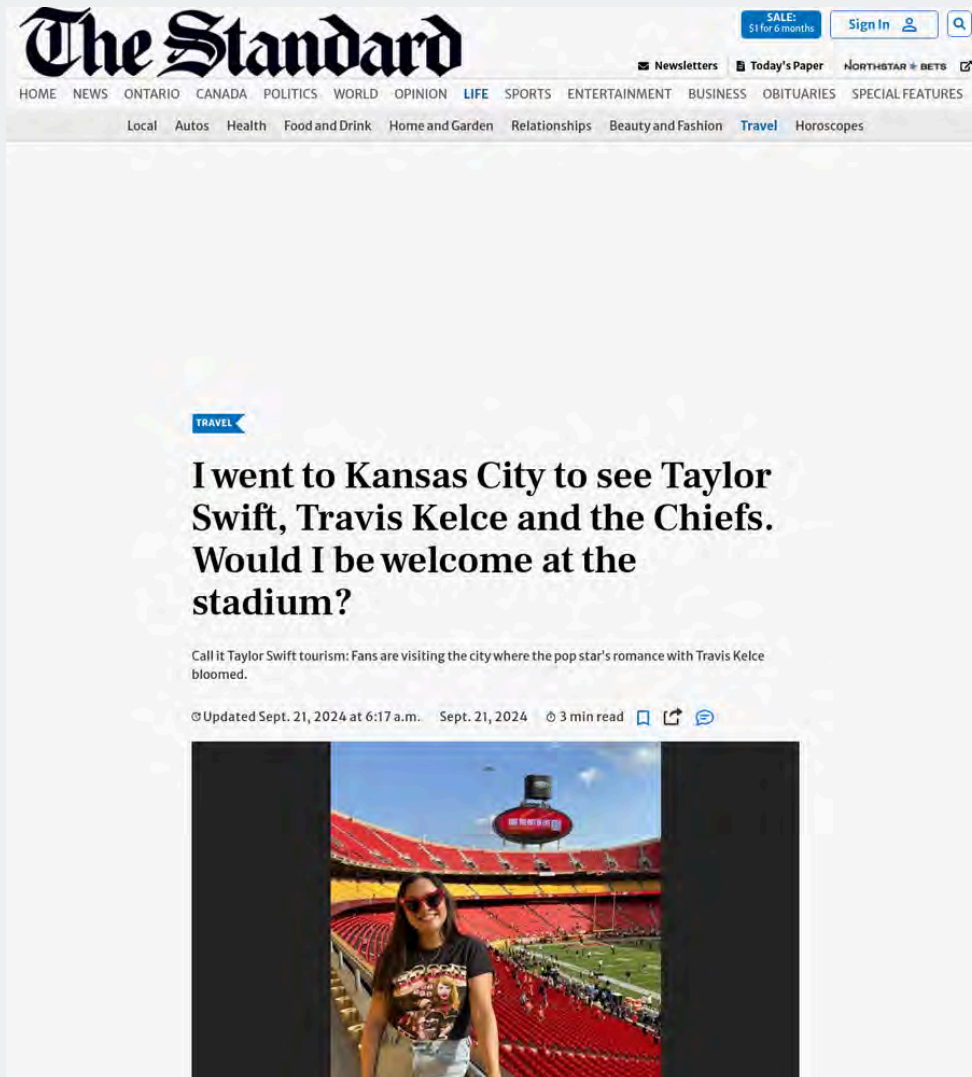
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Authority [?]

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MOZ

331K

Unique
Visits [?]

Provided by
SimilarWeb



September 21, 2024

ONLINE

I went to Kansas City to see Taylor Swift, Travis Kelce and the...

stcatharinesstandard.ca/life/travel/i-went-...

Estimated Views

4.47K [✓]

Calculated based on
audience size and social
engagement

Impressions

33.1K

Impressions



The Record

78

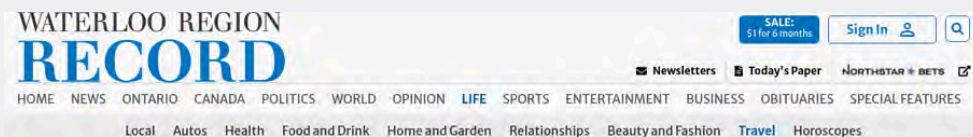
Domain
Authority [?]

Provided by
MOZ

644K

Unique
Visits [?]

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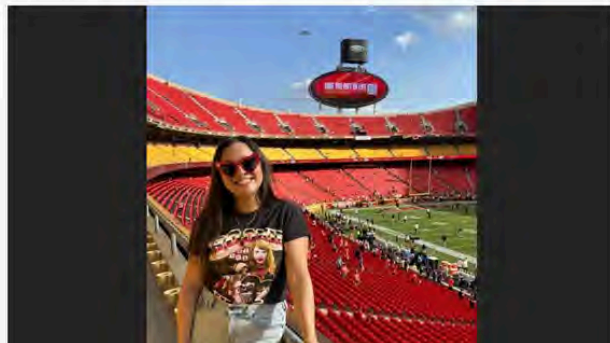


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therecord.com/life/travel/i-went-to-kansas...

Estimated Views

4.02K [✓]

Calculated based on
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engagement

Impressions

664K

Impressions



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62

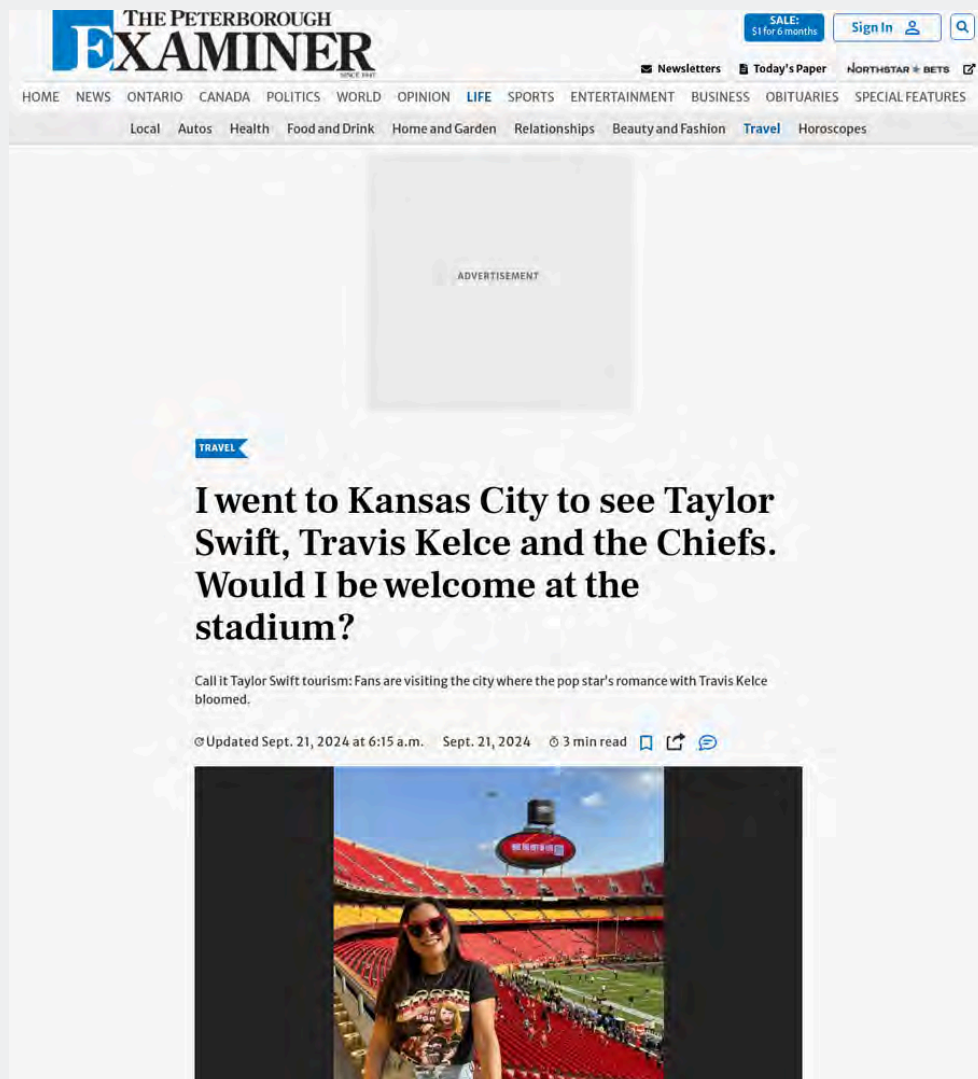
Domain
Authority [?]

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MOZ

159K

Unique
Visits [?]

Provided by
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September 21, 2024

ONLINE

I went to Kansas City to see Taylor Swift, Travis Kelce and the...

thepeterboroughexaminer.com/life/travel/...

Estimated Views

2.53K [✓]

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Impressions

159K

Impressions



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60

Domain Authority [?]

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198K

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simcoe.com/things-to-do/travel/i-went-to-...

Estimated Views

2.29K [✓]

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Impressions

198K

Impressions



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51

Domain Authority

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Article was updated Sep 21, 2024



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September 21, 2024

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insideottawavalley.com/things-to-do/trave...

Estimated Views

2.06K

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Impressions

158K

Impressions



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69

Domain Authority

Provided by
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319K

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September 21, 2024

ONLINE

I went to Kansas City to see Taylor Swift, Travis Kelce and the...

toronto.com/things-to-do/travel/i-went-to-...

Estimated Views

1.91K

Calculated based on audience size and social engagement

Impressions

319K

Impressions

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BY LARA BUCHAR SPECIAL TO THE STAR SEP 21, 2024 UPDATED SEP 21, 2024

1 of 12

Writer Lara Buchar at the Kansas City Chiefs Game.
By Lara Buchar

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"You seem like a Swiftie. I'll play some Taylor Swift," says my Kansas City Uber driver as I rush into his SUV. I peer down at my nondescript outfit. "How could you tell?" I ask, bewildered by the accurate read. "I just had a feeling," he replied with a laugh.



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Domain Authority [?]

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187K

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Estimated Views

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Impressions

187K

Impressions



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59

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Estimated Views

1.55K

Calculated based on audience size and social engagement

Impressions

165K

Impressions



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46

Domain Authority [?]

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MOZ

19.3K

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1.35K [✓]

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Impressions

19.3K

Impressions



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60

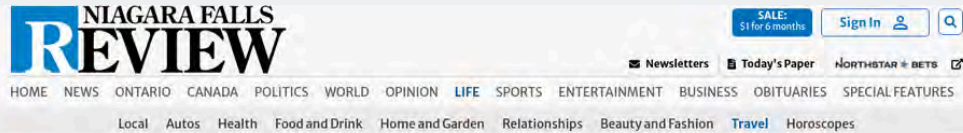
Domain
Authority [?]

Provided by
MOZ

80.9K

Unique
Visits [?]

Provided by
SimilarWeb

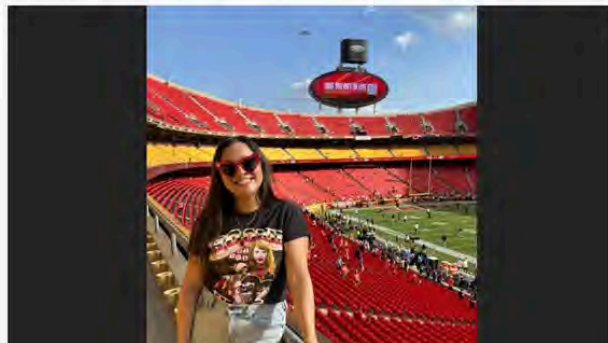


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September 21, 2024

ONLINE

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niagarafallsreview.ca/life/travel/i-went-to-...

Estimated Views

1.19K [✓]

Calculated based on
audience size and social
engagement

Impressions

80.9K

Impressions



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63

Domain Authority

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93.9K

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bramptonguardian.com/things-to-do/trav...

Estimated Views

823

Calculated based on audience size and social engagement

Impressions

93.9K

Impressions



Welland Tribune

60

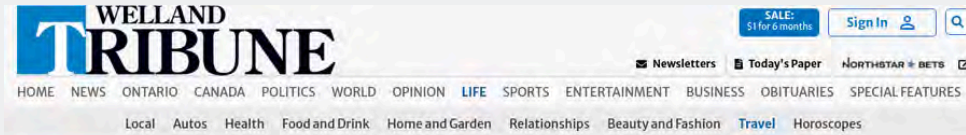
Domain
Authority [?]

Provided by
MOZ

45.8K

Unique
Visits [?]

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SimilarWeb

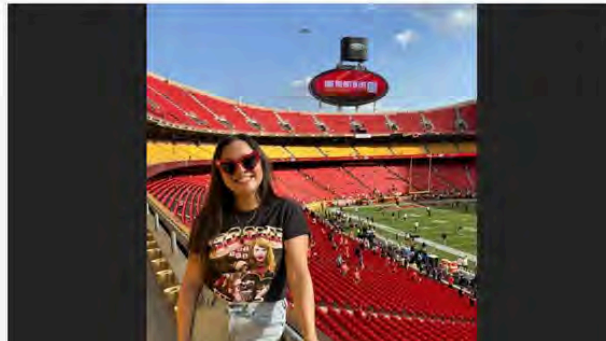


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September 21, 2024

ONLINE

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wellandtribune.ca/life/travel/i-went-to-kan...

Estimated Views

790 [✓]

Calculated based on
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engagement

Impressions

45.8K

Impressions



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Domain
Authority [?]

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46.7K

Unique
Visits [?]

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northumberlandnews.com/things-to-do/tr...

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704 [✓]

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Impressions

46.7K

Impressions



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Domain Authority [?]

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55.4K

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Estimated Views

651

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Impressions

55.4K

Impressions



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46

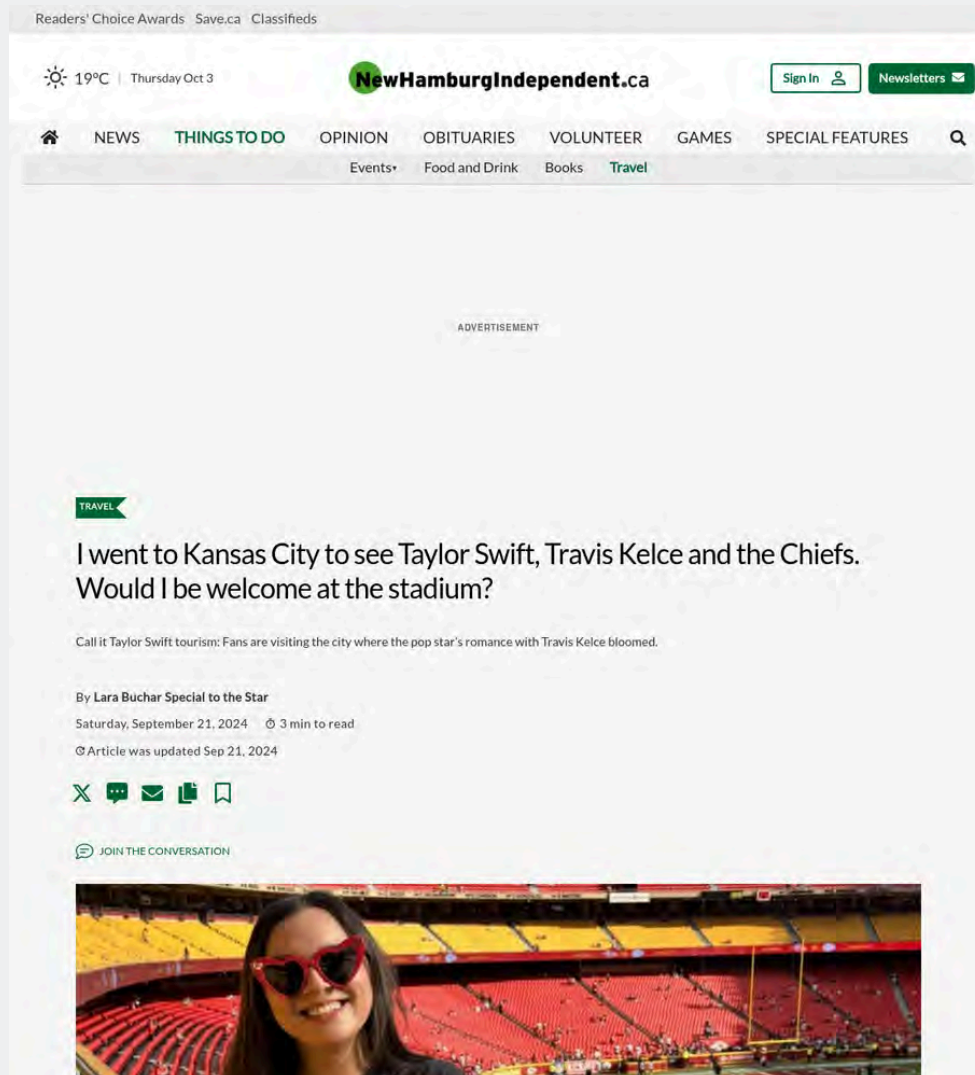
Domain
Authority [?]

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MOZ

9.36K

Unique
Visits [?]

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newhamburgindependent.ca/things-to-do...

Estimated Views

650 [✓]

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engagement

Impressions

9.36K

Impressions



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Domain Authority [?]

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56.9K

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September 21, 2024

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Estimated Views

522 [✓]

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Impressions

56.9K

Impressions



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52

Domain
Authority [?]

Provided by
MOZ

28.9K

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caledonenterprise.com/things-to-do/trave...

Estimated Views

365 [✓]

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engagement

Impressions

28.9K

Impressions



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57

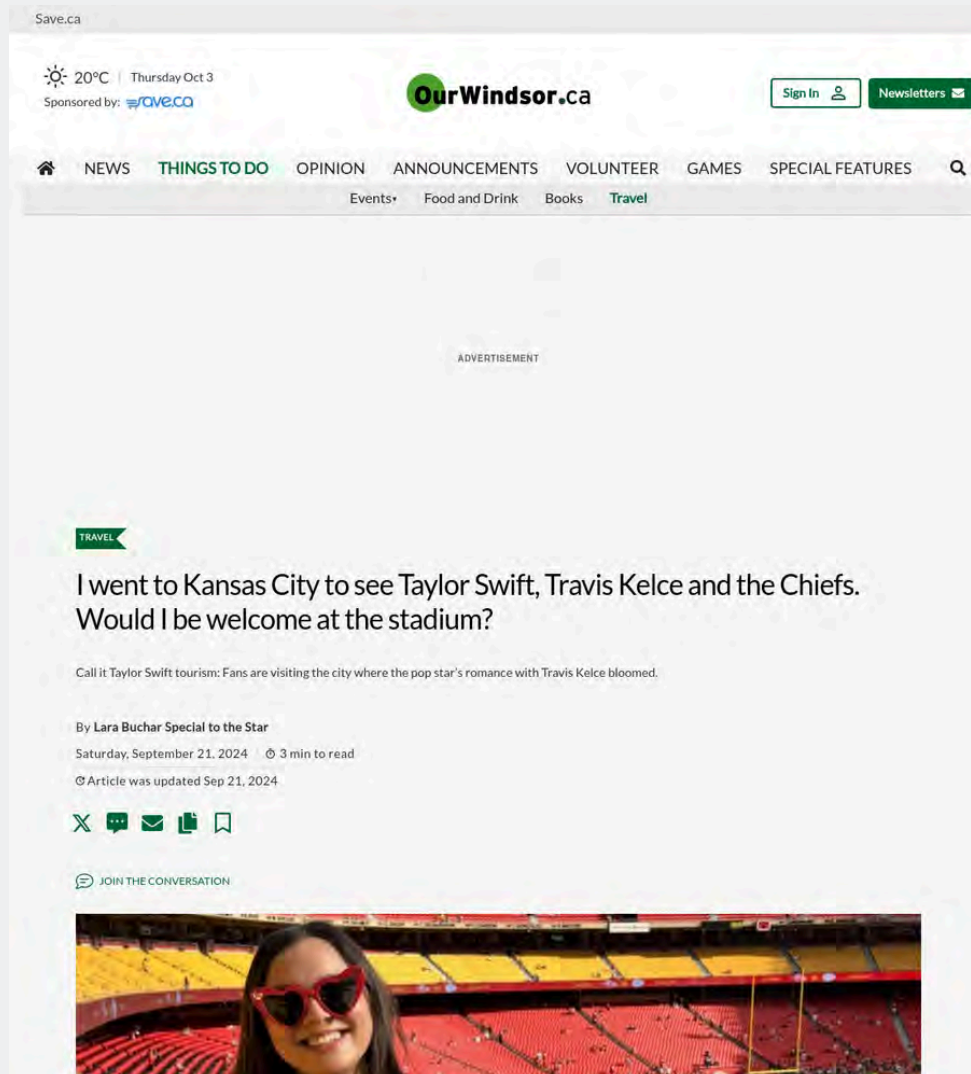
Domain Authority

Provided by
MOZ

8.89K

Unique Visits

Provided by
SimilarWeb



September 21, 2024

ONLINE

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ourwindsor.ca/things-to-do/travel/i-went-t...

Estimated Views

98

Calculated based on audience size and social engagement

Impressions

8.89K

Impressions

September 22, 2024

Game On, Kansas City

Total print
impressions
combined

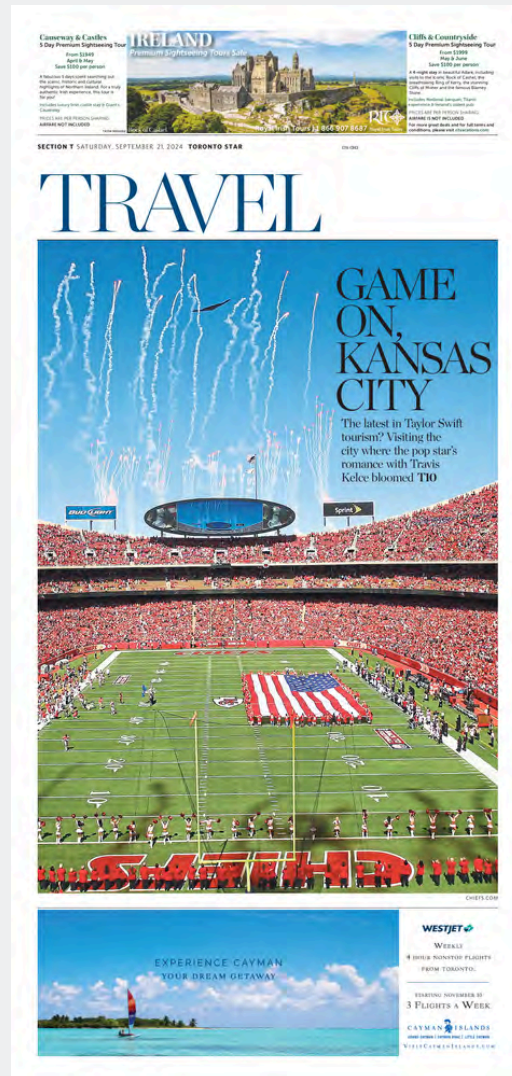
350K

Total print impressions
combined

Impressions

350K

Impressions



UNITED STATES

A Swiftie goes to KANSAS CITY

Greeted with smiles, winks and thumbs-up from residents of this midwestern city, a visitor finds out why it's so easy to fall in love there



Lara Buchar in Taylor Swift-themed sunglasses and T-shirt at a Kansas City Chiefs game.

LARA BUCHAR
SPECIAL TO THE STAR

"You seem like a Swiftie. I'll play some Taylor Swift," says my Kansas City taxi driver as I rush into his SUV. I peer down at my modest, script outfit. "How could you?" I ask, bewildered by the accurate read.

"I just had a feeling," he replied with a laugh.

I once myself for the eye roll. Although I'm excited to be visiting the city that served as the backdrop of her romance with Kansas City Chiefs tight end Travis Kelce, I'm wary of the "dads, Brads and Chads" (as Swift refers to them) who complain about the popstar's presence in their precious world of football.

Instead, I'm met with a redoubting positivity upon arrival in Missouri's largest city. "I just love Taylor and Travis," says my driver before turning the volume to 12. Swift's lucky number.

For Swifties, the concept of Taylor Swift tourism isn't new. Not only have fans been flocking to the cities on her Eras Tour, we've made the pilgrimage to the former New York City apartment she famously in "Crimson Street," jaunted around London in the neighbourhoods she sings about on "London Boy," and admired the flashing lights of the Eiffel Tower at midnight, just as she does in her song "Paris."

It's silly and all in good fun, but Taylor-inspired travel is also a way to gain a deeper understanding of the songs that have become the soundtrack to our lives.

Kansas City is the latest setting to her love songs, but unlike New York, London or Paris, it's a somewhat befuddling locale for the romance between Swift and Kelce. Can it really compete to the cities that have inspired her in the past, especially when Swift's mere entrance at K.C.'s football games results in waves of public outcry? This is what I set out to learn when, much to my delight, I was invited on this Swift-themed game trip to Kansas City.

My trip centres around the Chiefs home opener, one that Swift herself is rumored to be attending. But the event, I don a chunky Swift-themed T-shirt, which is emblazoned with "Baddest of the Herd" in bold letters and accompanied by images of Swift at Chiefs games. I accessorize with red heart-shaped sunglasses (as worn in the "12" music video) and Chiefs-themed friendship bracelets.

Still, I feel a bit vulnerable in the sea of red-and-gold Chiefs merch as I enter the stadium. I feel reassured over me as I'm greeted with smiles, winks and thumbs-up gestures by everyone who checks my outfit. Once I find my seat, I realize I'm directly across the field from where Swift is sitting—a Kansas City insider's tip!

Despite my warm reception at the Chiefs game, I'm apprehensive about outfitting myself as a delusional Swiftie as I make my way through Kansas City. I drop mental crumbs here and there to see if I get any replies from fellow fans, but my denature attempts are unnecessary. Everywhere I go, I find devoted fans who love Swift.

At Shop Local KC, in the charming Riverdale neighbourhood, I find an endless selection of locally made Swift merch that so thoughtfully detailed, it could only be made by true fans. "Merry Swiftmas" wrapping paper, alongside stickers and key chains with cheeky sayings like "Taylor Swift is my therapist" and everything from travel mugs to sticky notes featuring illustrations of Swift and Kelce.

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Taylor merch can be found in all shapes and sizes throughout the city.



Taylor Swift arrives at the Kansas City Chiefs game the writer attended in Kansas City.

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FROM PREVIOUS PAGE

The more I dig for signs of Swiftie bad blood among locals, the more I'm met with passionate support for the couple's relationship. Contrary to my preconceptions, I've landed in the Swiftie safe space my

the ribs the best I'd ever had. They're supremely tender without falling apart, and you can taste the hours of expert smoking that went into them. It's no surprise the restaurant is as famous for its barbecue as it is for long lines.

At Propos, the Argentinian steak house where Kelen brought Swift for an intimate date night, I copy their order and start with the flaky empanadas filled with richly spiced beef, olives and raisins, a flavour combination that works so well I vow to try it out at home. Next, I dive into the blackened mahi-mahi served over luscious lobster risotto, the fish so tender it almost melts (no try fork).

Throughout all my meals, my servers drop casual details about Keke and Swift's dining experiences, which I eat up with a spoon—the cherry on top of a fabulous Swiftian trip.

the same international reputation as the other places that have inspired Swift's music in the past, it struck me as a fascinating peek into her present: a city that's so full of such genuine support, appreciation and delicious food, it's easy to see how she fell in love here in the first place.

LARABUCHART TRAVELLED AS A GUEST OF VISIT EC, WHICH DID NOT REVIEW OR APPROVE THIS ARTICLE.



Rye, the restaurant where Swift dined with other Chiefs wives and girlfriends.

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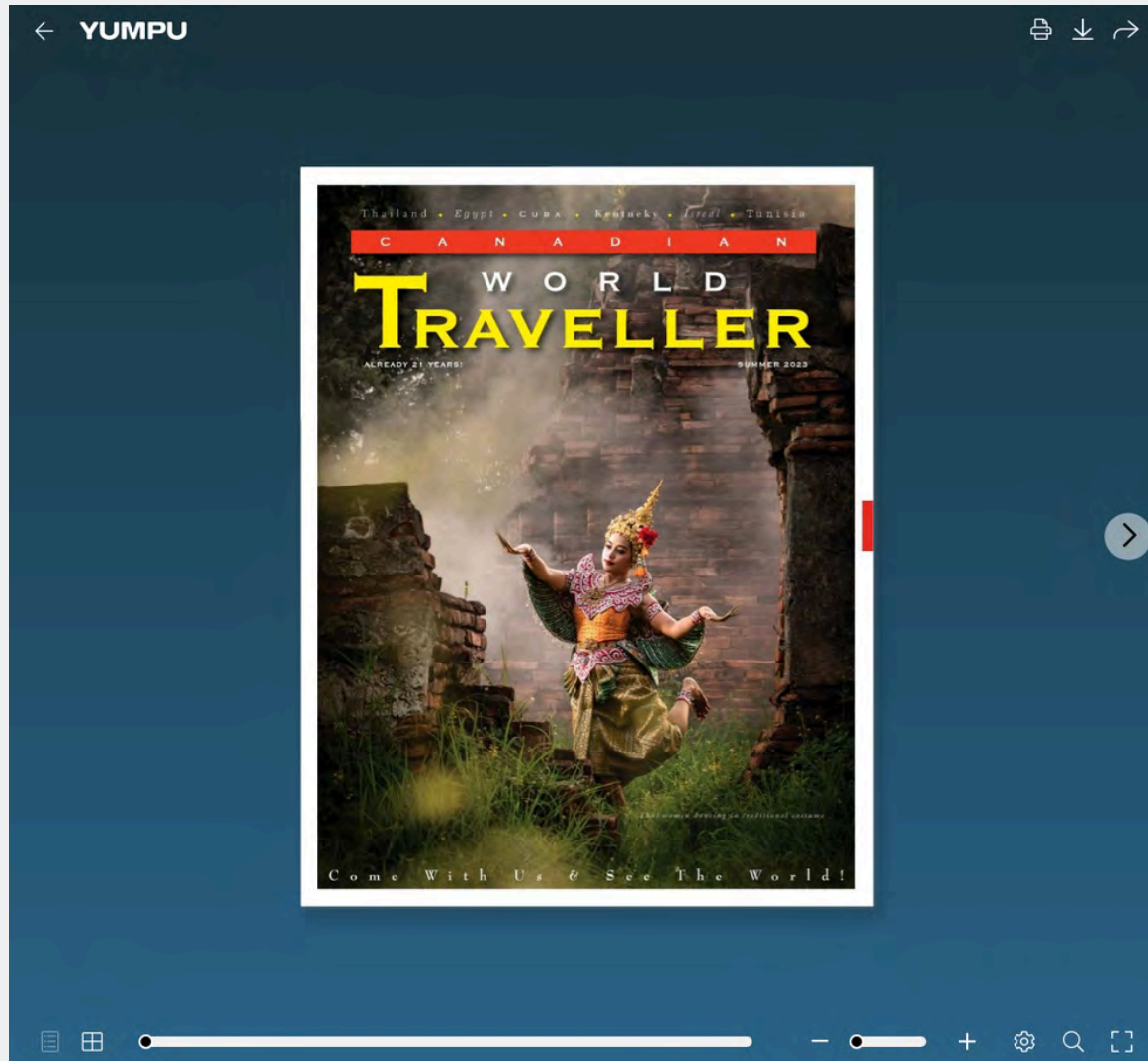
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Impressions

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After listening to Metallica's *Enter Sandman*, you will be in the mood to take a trip in your mind to Blacksburg, a small community in southwestern Virginia which is intertwined with a big U.S. college, Virginia Polytechnic Institute and State University, commonly known as Virginia Tech.

Donald Duench • Toronto Sun

Published Aug 09, 2024 • Last updated Aug 10, 2024 • 10 minute read

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The Torgersen Bridge on the campus of Virginia Tech in Blacksburg, Va. PHOTO BY DONALD DUENCH / Toronto Sun

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Finished? Thank you.

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Enter Sandman is played as Virginia Tech's football team enters the playing field during home games. The home fans jump as the music plays

August 09, 2024

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Enter Blacksburg, Va., and Virginia Tech

leaderpost.com/travel/usa/enter-blacksbu...

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Impressions



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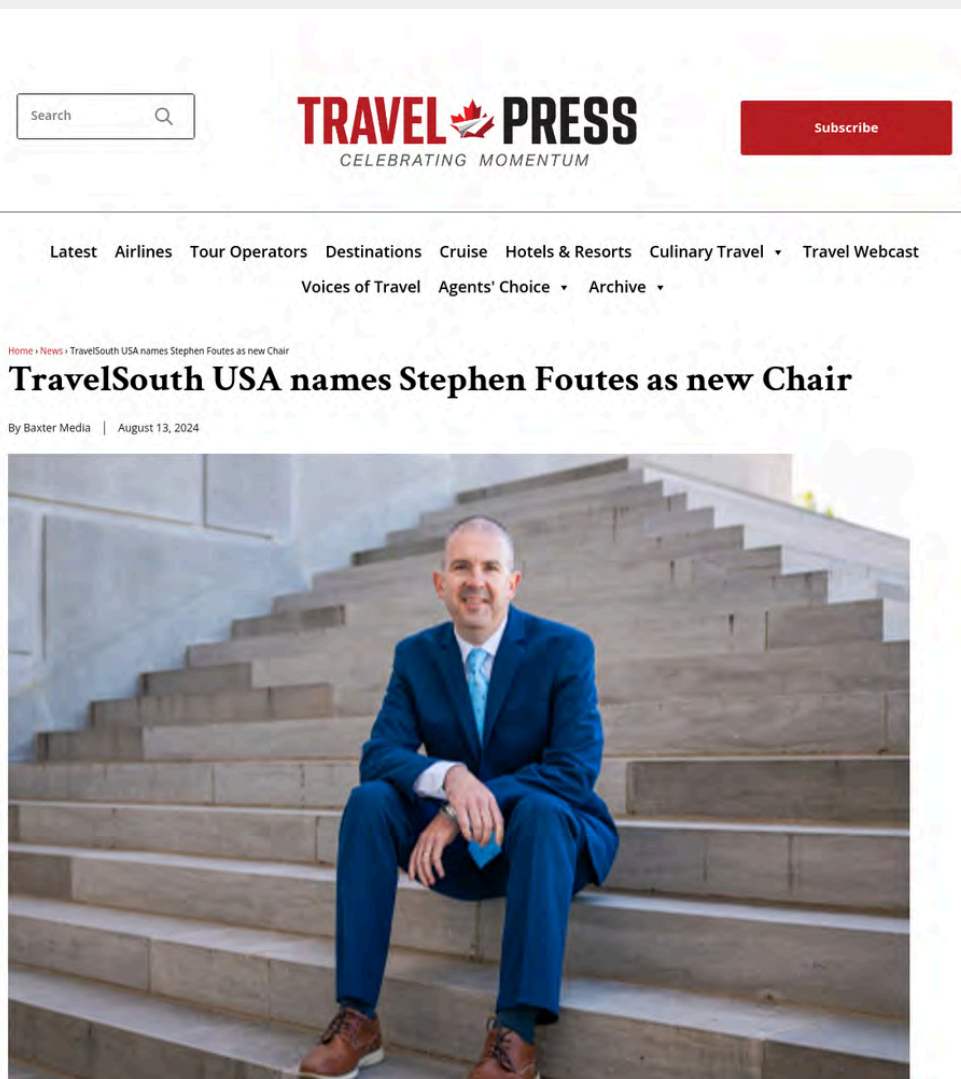
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Impressions

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Impressions



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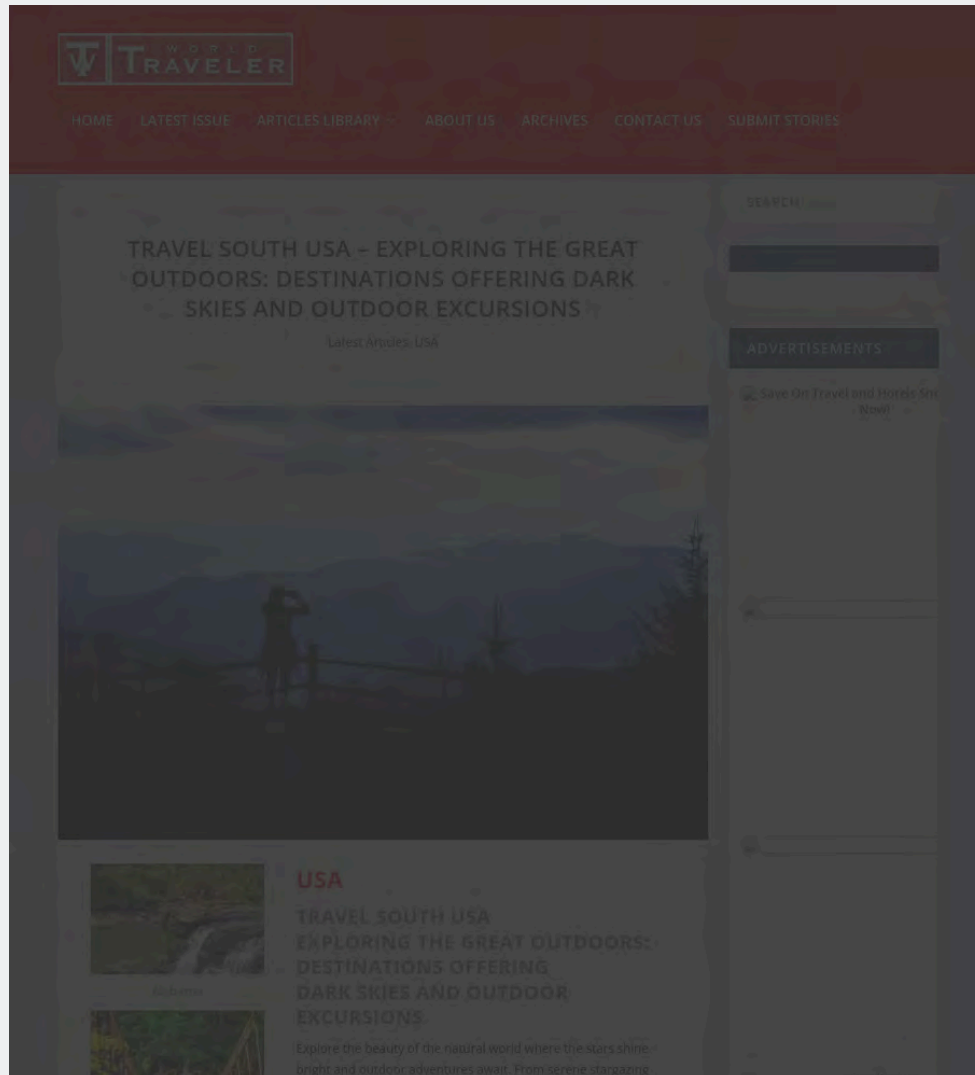
716 [✓]

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Impressions



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Impressions **40.1K**
Impressions

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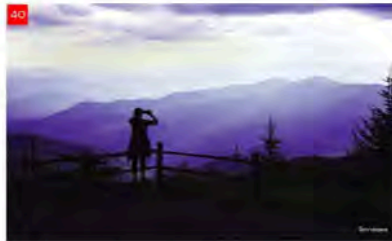
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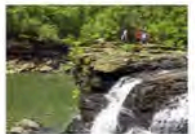
TRAVEL SOUTH USA

Exploring the Great Outdoors: Destinations Offering Dark Skies and Outdoor Escapades

Explore the beauty of the natural world where the stars shine bright and outdoor adventures await. From serene stargazing spots with minimal light pollution to thrilling landscapes perfect for hiking, camping, and exploring, these destinations promise unforgettable experiences under the open sky. Whether you're an astronomy enthusiast or an outdoor adventurer, these places offer a unique blend of celestial wonders and exciting activities to reconnect with nature and marvel at the universe above. So, grab your gear and get ready to embark on a journey that will create memories of a lifetime.

Alabama
What's New - Nestled in the heart of the Appalachian Mountains, Fort Payne is a hidden gem waiting to be discovered. This charming, small Alabama town holds a special vibe all its own. From its natural beauty to its rich history, Fort Payne has something for everyone.

Fun Fact - Little River Canyon is also referred to as the "Grand Canyon of the East".



World Traveller Summer 2024



Fun Fact - If you're among the growing number of travelers looking for a little adventure on your vacation, you'll find plenty to get your adrenaline flowing in South Carolina. All of the state's top destinations offer an array of exciting activities and experiences, from hiking and kayaking to zip lining and shark fishing.

Tennessee
What's New - Discover the new Tennessee Night Sky Trail: An Unforgettable Stargazing Adventure. Immerse yourself in panoramic views atop majestic mountains, serene lakesides, and historic downtowns that make up the Tennessee Night Sky Trail. Each location has been carefully selected to provide optimal conditions for experiencing the wonders of the universe. Whether you are a seasoned astronomer or simply seeking a moment of tranquility, this trail has something for everyone including travel itineraries for each night-by-night.

Fun Fact - One of the highlights of the new Tennessee Night Sky Trail is its accessibility. Eight out of the nine recommended viewing areas offer opportunities for open stargazing including spaces for wheelchair access. Notably, the iconic observation deck at the Tri-Cities Airport provides a unique vantage point for fans to observe the night sky, as well as aircraft and mountain views.

Mississippi
What's New - Mississippi visitors can make fast and convenient reservations at state parks all over the Magnolia State using an updated reservation system for Mississippi State Parks. Travelers can make use of the website or the MS State Parks app to reserve camping sites, view campground details, and peruse photos to help plan their next outdoor adventure.

Fun Fact - One of the rarest birds in North America is the indigenous Mississippi Sandhill Crane. This coastal species, distinguished by their gray color, are similar in appearance to herons, and are native to Gulf coastal region. When a refuge was established in 1975, the Mississippi Sandhill Crane National Wildlife Refuge, there were fewer than 40 of these majestic birds alive. Today the population is around 120.

South Carolina
What's New - Parasailing Over the Coast: If you think Hilton Head Island's coastline is beautiful from the ground, try seeing it from hundreds of feet in the air.



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27.4M

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July 2024

7 pieces



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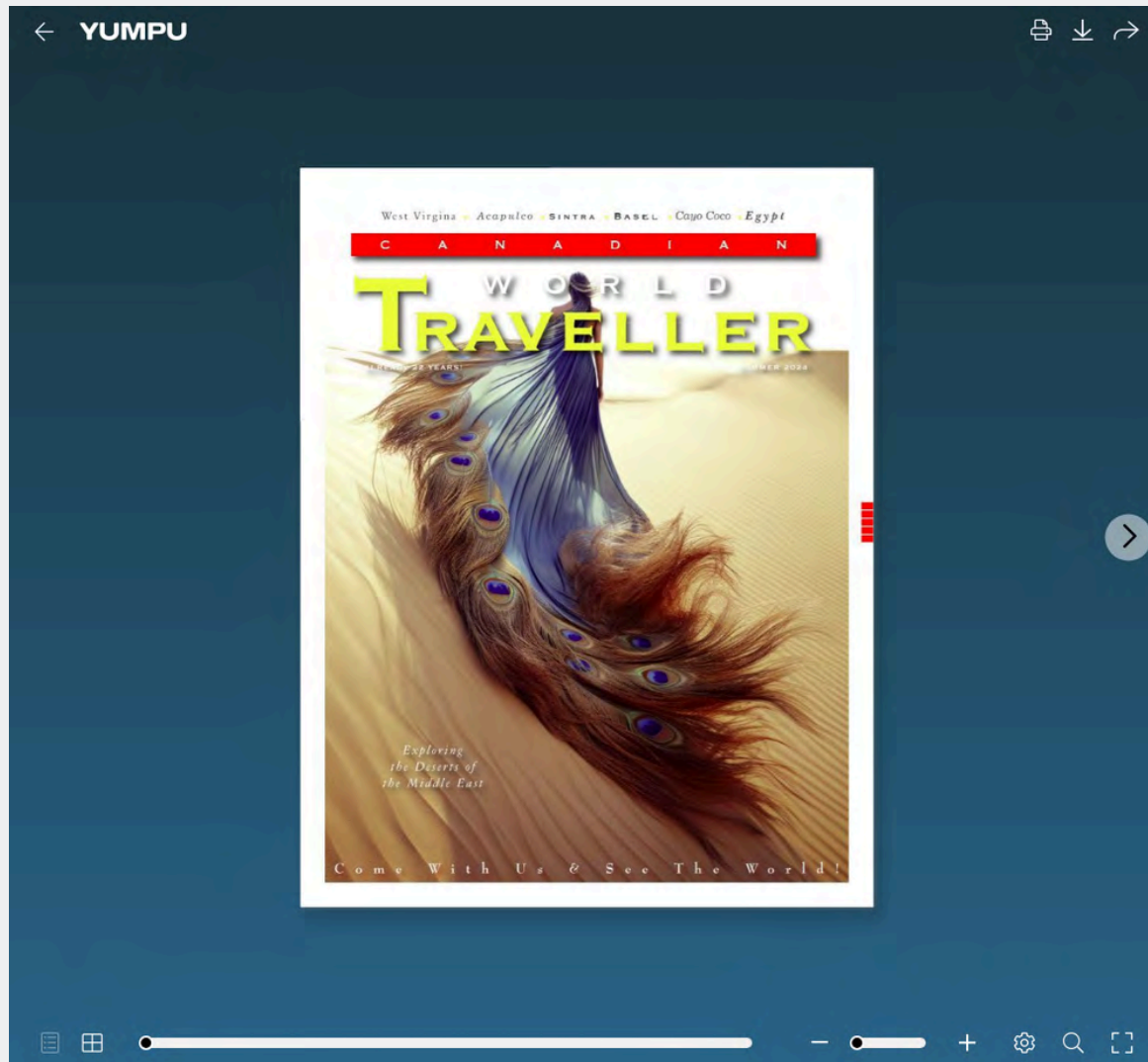
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July 01, 2024

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Charleston: Then and Now (pg 34)

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West Virginia: Quiet Country Roads and much, much more!

Impressions
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Impressions



Charleston: Then and Now

Article and photography by Michael Maccos

I was all about the rice, our guide added, that is how Charleston became the richest city in early America. Rice was ideal to grow in this region as water was abundant for this thirsty crop that was sold for more than any other grains. According to the recently opened International African American Museum, we would find out the fields were often tended to by slaves from West Africa who had experience with the grain. This industry ultimately led to Charleston also becoming one of the major slavery ports in the Americas.

The Museum is an exceptional looking building placed on the shores of the original slavery port. It is raised by a floor to honour the many bodies that laid below the soil. It took years of planning and funding, but finally it stands to bear witness to the history of slavery in the New World. Hi-tech and yet simple, it has an amazing array of original African artifacts and as well multi-media presentations by modern-day African Americans. A one-of-a-kind museum, it is now a must visit when in Charleston.

This would be my second time to Charleston, and really, it is the same charming and inviting southern city today as it was two decades ago. Walking the streets of central Charleston is like being teleported to a time centuries ago. Life looks good here even with the tourist crowds as there is never any traffic jams nor unwanted noise, just a peaceful and harmonious laid-back feeling.

Our hotel, the Mills House, was ideally located on Meeting Street, at the very heart of old Charleston and minutes away from the famous slave market. Surrounded by beautiful boutiques and a multitude of restaurants and bars, this historic building was in immaculate shape with all the modern amenities including a pool and spa, but also kept true to its rich past.

You can walk around aimlessly and find something of interest on about every street here. Every building has a story to tell that deepens the history of Charleston. One street away from the Mill House is King Street, which has something for everyone from grand hotels to fine dining, an old movie theatre and many small specialty shops.

Dining could not be any better as Charleston offers so many choices, it would be hard to decide. We did try the Church and Union restaurant, not only for its menu but we were enamoured by its uniqueness. Housed inside an old, abandoned church, the ceiling has the entire book of Sun Tzu's The Art of War written on the ceiling. An over-the-top idea, but it sure does stand out and will be remembered.

No first trip to Charleston would be complete without a visit to Angel Oak. It is jaw dropping at first site. So immense is this Oak tree, it is hard to describe, how not only it reaches to the skies, but also in every direction, even downwards to the ground and would be the biggest single tree I have ever seen. This I would consider a freak of nature and has defied centuries of hurricanes to stand defiant and strong. ■

<https://charleston.com>



World Traveller Summer 2024

Charleston: Then and Now

Impressions

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Impressions



West Virginia: Quiet Country Roads and Much, Much More!

Article and photography by Michael Marcus

I was amazed to find out from our guide that Abraham Lincoln and I shared the same exact view from the same spot of the well-kept historic houses and gardens in Harper's Ferry, West Virginia. This little-known town played a major role and was once at the forefront of the American Civil War, and where two weeks before the end of the war Virginia was split, and West Virginia was born. Here or villain, John Brown sure made his name here two years before the start of the Civil War. He and a couple of dozen other like-minded individuals decided it was time to free the slaves and mounted a successful surprise attack on Harper's Ferry, but this was short-lived as federal troops moved in to capture him. He

was tried and hung but sparked the resistance against slavery.

The junction of two great rivers, the Potomac River and Shenandoah River was a great water source that led to the creation of Washington DC down-stream. From this very point comes the history of Virginia, West Virginia, and Maryland and from the shore, we could see all three.

Adventures galore

Adventure seekers can get their kicks with River Riders, where there is plenty of thrilling options to choose from, all in fun and safety. We would opt for the tree-to-tree tracks and after a safety briefing, we would proceed to

the first of three tracks. Clutching the cables, we would each take our turns traversing obstacles. Onto the second track, somewhat harder, we found ourselves even higher with less footing space, our group would also drop in numbers. Finally, we were down to three who attempted the ultimate skill test of balance, strength and determination and doing daredevil stunts, balancing ourselves on thin wire, climbing down netting, and finally sliding quickly down a zip line. What an adventure right, what an adventure, a great day to remember.

Country roads

I think I've heard this song more in one week than I have in the past decade.

Country music is the internationally beloved song by John Denver and is a shoe tapping melody and just about everywhere we went we were treated to this famous piece, and loved every time it played, knowing we were in the land of West Virginia.

Country music is alive and well in these very small communities as we would take in two small live music venues, where the artists played their hearts out and brought the audience a great night of performances. I was impressed by the ambience of these two bars, a great ending to a perfect West Virginia day.

Germany in West Virginia

How odd was it to be checking into the Bergrain Inn, and in all places West Virginia. This unique inn was started by a German immigrant and his family who built a world class hotel and grounds with their love of the old world. This establishment was popular and known by locals, but the real crowd came on weekends to be pampered and taste the exceptional cuisine and even on premium brewed beers. The location of the buildings could not be any better as it hugged the shores of the Potomac River, the same river that George Washington traversed in the famous painting.

We were pleasantly surprised when we found ourselves on German Street in the town of Shepherdstown. Historically beautiful, it had well-kept period homes, restaurants, boutiques and galleries that lined the two sides of this charming street. That night, we would go on the Shepherdstown Mystery Walk, a ghost hunting tour. Our guide, dressed in a magnificent and striking long blue dress, would bring us to cemeteries and explain that the city has suffered tremendously and had more than its share of tragedies during the Civil War. Shepherdstown became an outdoor field hospital for some 8,000 wounded and dying soldiers and thus the many lost souls that haunt this now quiet town. It was certainly enlightening and educational to find such a small town had such significance in US history.

The train that could

There is a nostalgic love of train travel that

goes back centuries to when the rails were first set. To relive those fantastic days of old, we would ride the Potomac Eagle Scenic Railroad to nowhere. Starting and ending at the same station, this eclectic train was made up of several cars that span the many past decades. It was a relaxed and fun journey that brought us past farms, forests, by the river, over bridges and all along the way we would feast on wonderfully prepared dishes.

Very scenic

It might be the best for last, as we certainly delighted in visiting the Blackwater Falls State Park. Our rooms of the beautifully run lodge were clean, comfortable, and relaxing with fantastic views of the West Virginia hills. We would then take in what this park is most visited for. Walking down a couple of hundred steps, we first heard the loud roar and thunder. A few more steps and we made our way through a small opening in the forest and got our first glimpse of the fantastic falls. It was breathtaking and mesmerizing at the same time to see the power of nature at its most wild!

More adventure awaited us as we would hike Seneca Rocks. The trip was a challenging and invigorating hike uphill towards the summit, but with the incredible panoramic views from on top, it was worth every last step. Here we would absorb the magnificence of nature surrounding all the while delight at all the wildlife around us, including many eagles drifting in the crosswinds. There wasn't a care in the world. West Virginia was at its spectacular best and confirmed why it was a place I had to visit!

I had the good fortune of walking in the footsteps of three incredible men: George Washington, Thomas Jefferson, and Abraham Lincoln. They were here and left their mark to what would become a great state and a foundation for an incredible country. West Virginia, in some ways, was what I expected, but then again, I learned of its historic significance, its boundless natural beauty and with the unbelievably friendly laid-back people, it is a place to discover, observe and remember.

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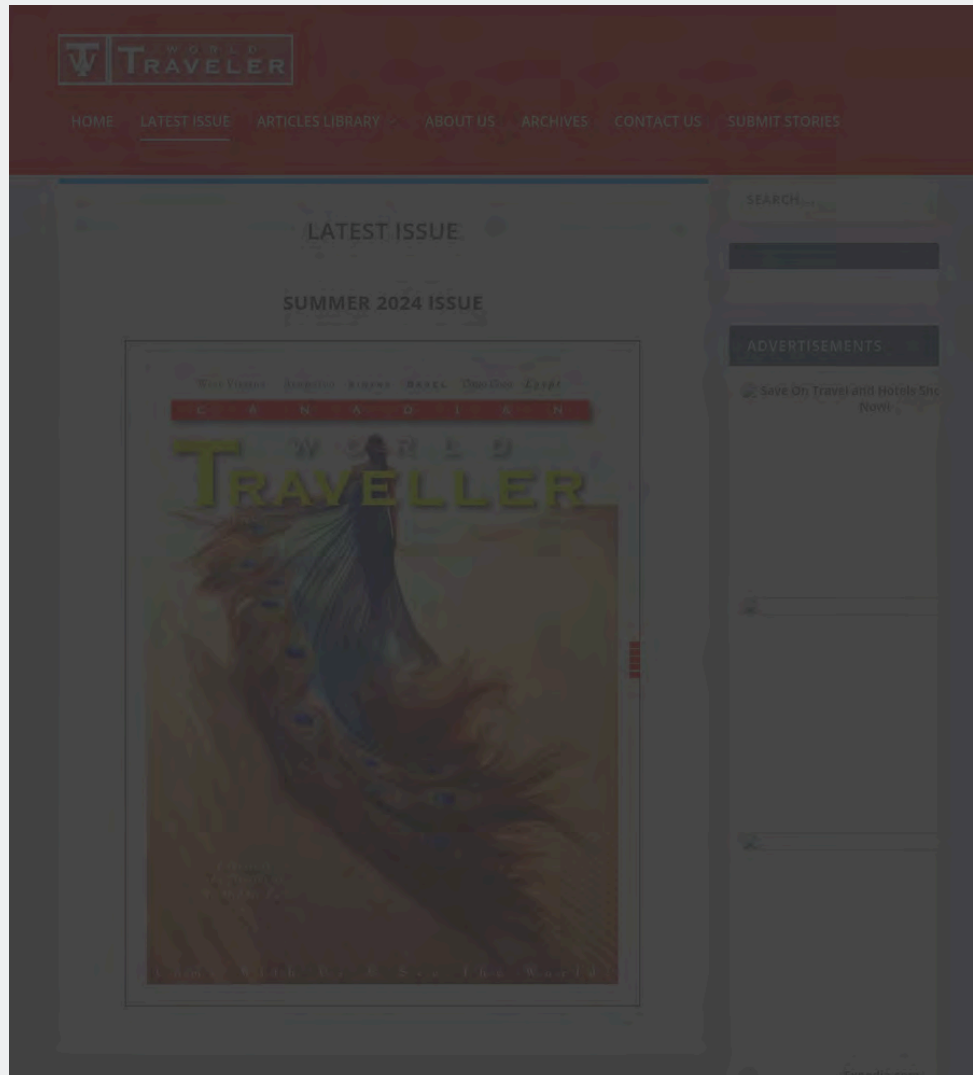
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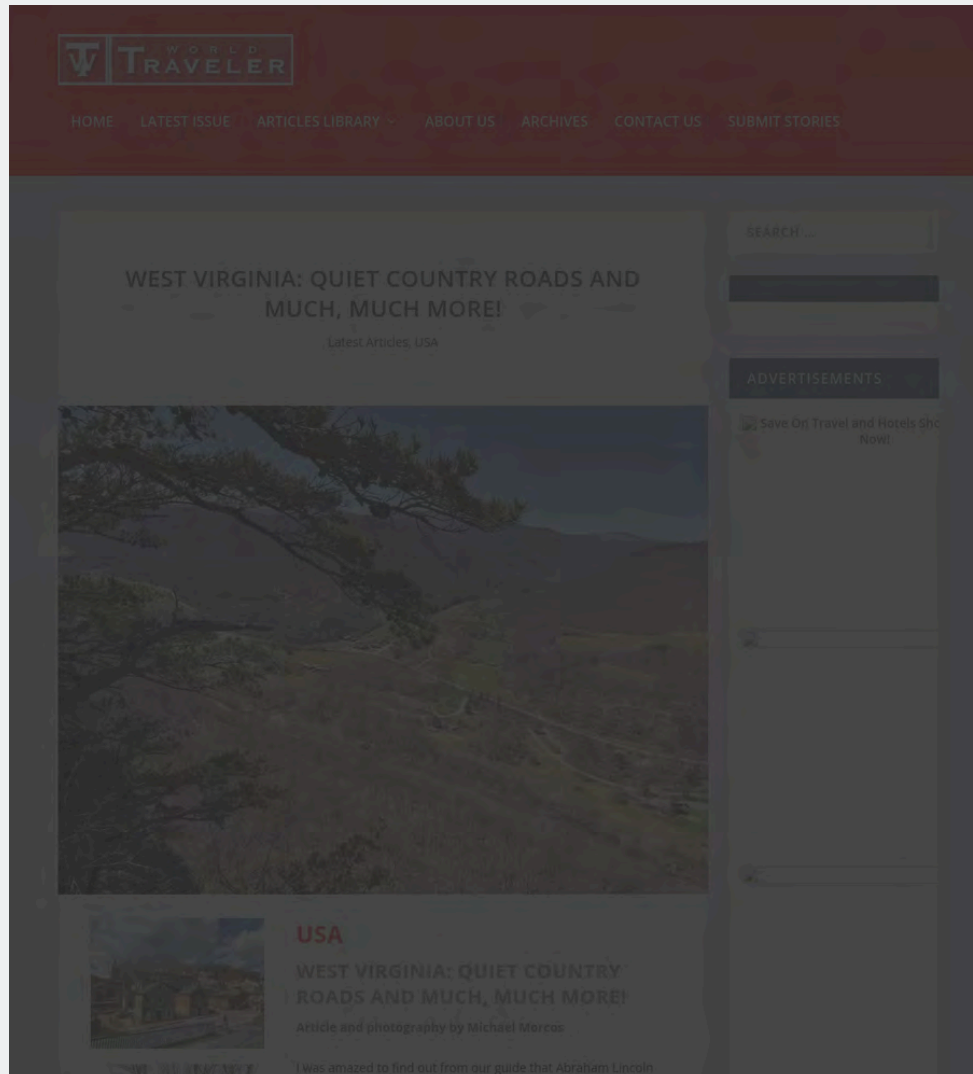
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Impressions

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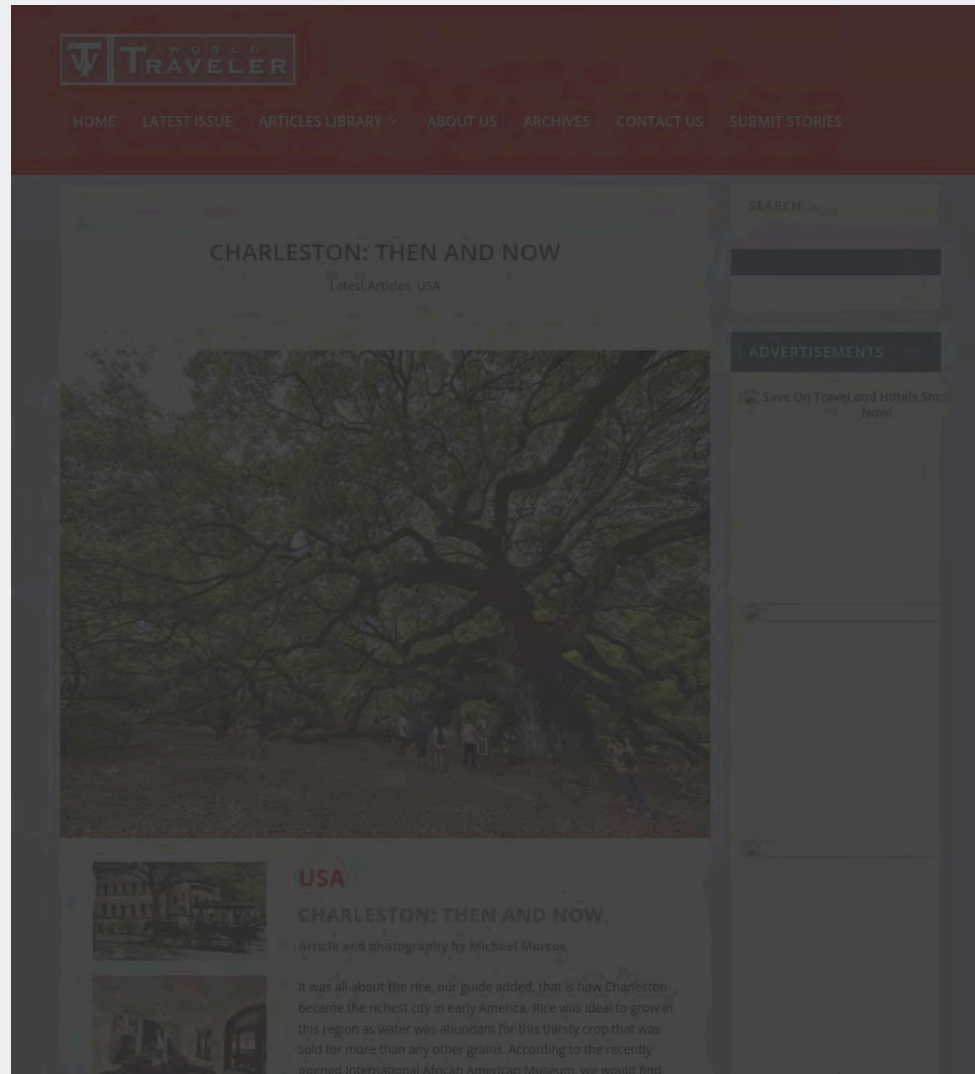
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