

TRAVEL · SOUTH  USA

# Australia

**Program of Work**

# AUSTRALIA/NEW ZEALAND

## MARKET OVERVIEW

### Strategic Focus Areas

**Audience Focus:** Australia and New Zealand Media, Travel Trade and Consumer

**Brand Positioning:** Travel South USA where soul food was born

The American South is where soul food was created, not just as a cuisine, but as a cultural expression of resilience, community, and deep tradition. From smoky ribs in Memphis to shrimp and grits in Charleston, every bite tells a story. Travel South USA invites food lovers to experience the roots of Southern hospitality through its rich, diverse, and soulful culinary landscape. This isn't just food, it's heritage on a plate.

**Media Engagement Strategy:**

Maintain a steady drumbeat of earned media coverage through proactive press office activity aligned to key pillars across each GPP state.

Attendance and coordination for up to 5 attendees as part of Global Media Marketplace.

Attend IMM to build new media relationships, educate and secure interest in the region.

Host a Southern USA mission with delegates visiting Auckland, Melbourne, and Sydney to build media relationships through face-to-face meetings

Maintain and promote the Travel South Resource Centre as a go-to hub for media assets, story starters, and key seasonal updates.

Deliver ongoing reactive and proactive media relations including timely pitching, press release distribution, and handling of incoming enquiries.

In-person connects and briefings with key editors, freelancers and creators in NSW, VIC and QLD

**Trade Engagement Strategy:**

Maintain monthly themed newsletters with participating GPP states, with itinerary ideas, and shareable content to keep southern USA top of mind.

Emphasize the South's exceptional value-for-money experiences—like music, food, and history—compared to more expensive U.S. regions to balance strong US dollar

Recruit and support passionate travel advisors as "Southern USA Ambassadors" to share the story with peers.

Schedule and deliver engaging trainings (in-person & virtual) that focus on how selling the South meets client interests and grows advisor revenue.

Host a Southern USA mission with delegates visiting Auckland, Melbourne, and Sydney to build trade relationships through face-to-face meetings

Host educational and enaging events in Auckland, Melbourne and Sydney that inspire the travel advisor community to book more Australian and New Zealanders to the Travel South region.

**Digital & Social Consumer Outreach:**

Lead and execute the Where Music Was Born campaign, building off the success of the previous year

**Out of Scope Opportunities :**

Where Music Was Born

Travel South USA Australia and New Zealand Mission

Good Food and Wine Festival - Sydney 19-21 June

Good Food and Wine Festival - Melbourne 29-31 May, Perth 17-19 JULy, Brisbane 23-25 October

## KPI's & GOALS

| Project                                    | KPI                                         |
|--------------------------------------------|---------------------------------------------|
| <b>TRADE</b>                               |                                             |
| Tour operator meetings                     | 60                                          |
| Agent Trainings                            | 500                                         |
| International Showcase & FAMs participants | 6                                           |
| Travel South Travel Trade Newsletter       | 10x                                         |
| Open rate for Newsletters/leads generated  | 20%+                                        |
| <b>Managed Media</b>                       |                                             |
| Media Meetings                             | 50                                          |
| No. of Articles Generated                  | 100                                         |
| Impressions                                | 30M                                         |
| Global Media Marketplace & FAMs            | 5                                           |
| Travel South USA PR Newsletters            | 10x                                         |
| Open rate for Newsletters/leads generated  | 20%+                                        |
| <b>Social Posts - Owned Channels</b>       |                                             |
| <b>Facebook</b>                            |                                             |
| # of Posts                                 | 104                                         |
| Reach                                      | 100000                                      |
| Impressions                                | 200000                                      |
| Engagements                                | 6000                                        |
| <b>Instagram</b>                           |                                             |
| # of Posts                                 | N/A                                         |
| Reach                                      | N/A                                         |
| Impressions                                | N/A                                         |
| Engagements                                | N/A                                         |
| <b>Consumer Campaigns</b>                  |                                             |
| Where Music Was Born                       | 1 million ad impressions, 200k reach, 5,000 |

| Partner Engagement                    |   |
|---------------------------------------|---|
| Alabama Highlighted Activation        | 1 |
| Kentucky Highlighted Activation       | 1 |
| Louisiana Highlighted Activation      | 1 |
| Mississippi Highlighted Activation    | 1 |
| Missouri Highlighted Activation       | 1 |
| North Carolina Highlighted Activation | 1 |
| ROTS Highlighted Activation           | 1 |
| South Carolina Highlighted Activation | 1 |
| Tennessee Highlighted Activation      | 1 |
| West Virginia Highlighted Activation  | 1 |

## 2025

| Country        | Category      | Date                                 | Description                                    | Location                             |
|----------------|---------------|--------------------------------------|------------------------------------------------|--------------------------------------|
| Australia / NZ | Trade & Media | June 14-18, 2025                     | IPW Activation                                 | Chicago                              |
| Australia / NZ | Trade         | August 18-20, 2025                   | Brisbane and Gold Coast Meetings & Sales Calls | Brisbane                             |
| Australia / NZ | Trade         | September 8-10, 2025                 | Auckland Meetings & Sales Calls                | Auckland, New Zealand                |
| Australia / NZ | Media         | October 15-16 20 2025                | Freelancer connect - Media Sales Calls         | Northern NSW & South East Queensland |
| Australia / NZ | Trade         | October 17-18 2025                   | NTIA                                           | Brisbane                             |
| Australia / NZ | Media         | November 27-28 2024                  | Melbourne Media Sales Calls                    | Melbourne                            |
| Australia / NZ | Trade         | November 27 2025                     | Thanksgiving Trade Event                       | Sydney                               |
| Australia / NZ | Trade         | Nov 30 - Dec 4, 2025 + Dec 4-7, 2025 | Travel South International Showcase            | Kansas City, MO + FAMs               |

## 2026

|                |               |                   |                                    |                              |
|----------------|---------------|-------------------|------------------------------------|------------------------------|
| Australia / NZ | Consumer      | January 1, 2026   | Where Music Was Born               | Australia                    |
| Australia / NZ | Media         | February 27, 2026 | International Media Marketplace    | Sydney                       |
| Australia / NZ | Trade         | March 24-26, 2026 | Melbourne Meetings and Sales Calls | Melbourne                    |
| Australia / NZ | Media         | April 21-16, 2026 | GMM Pre-Fam                        | All States                   |
| Australia / NZ | Media         | April 27-30, 2026 | Global Media Marketplace           | Mobile Alabama               |
| Australia / NZ | Trade & Media | June 15-19, 2026  | Travel South USA AU/NZ Mission     | Auckland, Melbourne & Sydney |
| Australia / NZ | Consumer      | June 19-21, 2026  | Good Food and Wine Festival        | Sydney                       |