

TRAVEL SOUTH USA

MONTHLY REPORT

July 2025

Prepared By:

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I. EXECUTIVE SUMMARY

Sartha Global Marketing is India representative for **Travel South USA (TSUSA)**, covering **nine Southern states** – *Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee* – along with **Rhythms of the South (ROTS)**, a tri-city partnership between *Atlanta, Nashville, and New Orleans*. As a team we plan to focus on building destination awareness, strengthening travel trade engagement, enhancing consumer visibility, and driving visitation from India through an integrated marketing, PR, and trade outreach program.

1. **Brand Visibility & Awareness:** Implement a multi-channel strategy combining **digital amplification, earned media, PR outreach, and travel trade engagement** to build strong brand recall for TSUSA and its partner states in the Indian market.
2. **Promoting All Nine States + ROTS:** Ensure consistent coverage, storytelling, and marketing representation for all nine Southern states and ROTS, giving each destination a unique positioning while highlighting their collective appeal.
3. **Driving Indian Arrivals:** Increase **visitation, length of stay, and traveler spend** by targeting both first-time and repeat visitors to the USA, positioning the South as a must-visit region.
4. **Highlighting the ‘All Y’all Are Welcome’ Message:** Leverage this signature Southern hospitality tagline to reinforce the warmth, inclusivity, and authenticity of the travel experience in the South.
5. **Thematic Promotion Through Key Pillars:** Focus storytelling and promotional efforts on six major pillars – **Music, Outdoors, Local Culture & History, Culinary & Whiskey, and Road Trips** – to create immersive travel narratives.
6. **Travel Trade Training & Sales Meetings:** Conduct targeted training sessions, webinars, and in-person sales calls to equip Indian travel agents and tour operators with product knowledge and itinerary ideas for the South.
7. **Earned Media & PR Outreach:** Generate sustained coverage in leading Indian travel, lifestyle, and consumer publications through **press releases, media pitches, and hosted familiarization trips**.
8. **Digital & Social Media Amplification:** Drive online engagement through tailored digital campaigns, influencer collaborations, and social storytelling to connect with potential travelers across India’s key source markets.

II. Comms & PR

- Identified the PR Communication themes and pillars
- Sartha Appointment Press Note was drafted and shared with TSUSA for approval
- Press Note disseminated to the Travel Trade media after receiving approval
- A total of 11 media clippings were generated from the appointment press note, till date

III. Travel Trade

- Identified key travel trade communication pillars to guide targeted outreach and engagement strategies.
- Curated comprehensive product analysis to highlight unique offerings and strengthen destination positioning.
- Explored flight connectivity options to assess and enhance accessibility to the region.
- Developed and finalized the travel trade target list for focused marketing and partnership initiatives.

IV. Digital & Social consumer outreach:

1. Designed the overall social media content strategy for Q1(Aug – Oct) and post calendar for August, ensuring alignment with brand positioning and target audience preferences.
2. Developed a detailed, content calendar outlining themes, formats, and posting schedule for the month.
3. Reviewed the existing image bank to assess content relevance, and alignment with planned themes.

VI. Industry Updates

Market and Economy Updates:

- In June 2025, 214,345 Indian travelers arrived in the USA and India maintained its position as the #2 overseas market.
 - Year-to-date (YTD) 2025, India continues to rank #2 among overseas markets with 1,095,033 arrivals.
- According to Trevolution Group's H1 2025 data, Indian travelers are increasingly choosing business class, planning trips in advance, and opting for travel protection. While outbound ticket volumes declined, higher-value bookings led to revenue growth.
 - Total gross travel bookings to and from India reached USD 68.36 million—a 6% year-on-year increase—accounting for nearly 11% of the group's global business.
- The U.S. Embassy in India has resumed student visa interview scheduling for the Fall 2025 intake after a month-long pause. The move aims to ease the backlog caused by new social media screening rules, as over 0.1 million applicants rush to secure slots.
- Atlys a leading Visa assistance platform in India states that, India's outbound travel is seeing strong growth from first-time international travelers with visa applications rising 32% in the past year. Over half of this surge comes from Tier 2 and 3 cities like Lucknow, Surat, Chandigarh, Jaipur, and Pune, highlighting a shift in travel demographics.
- India's HNI and UHNI population is projected to grow at a CAGR of 11–15% through 2034, positioning the country as a major emerging market for global luxury brands, according to a Boston Consulting Group (BCG) report.
- Premium travel demand to and from India is on the rise, as per TrevolutionGroup. Despite a dip in outbound booking volumes in H1 2025, total gross bookings hit USD 68.36 million—up 6% year-on-year.
- Despite the global economic slowdown, India is expected to maintain strong growth, with a projected 6.5% GDP increase in FY26, according to EY's July 2025 Economy Watch report.

VI. Industry Updates

- **Aviation Update:**
- Update on Air India's international operations:
 - For North America, Delhi – Washington remains reduced from 5 times weekly to 3 times.
 - Delhi – New York remains reduced from 7 times weekly to 6 times weekly.
 - Delhi – Newark remains reduced from 5 times weekly to 4 times weekly.
- **Other National Tourism Organization & DMO Updates:**
- New York City Tourism + Conventions hosted its first India Business Expo from 9–13 June 2025, welcoming 14 Indian travel trade professionals to boost tourism ties between India and NYC.
- Tourism Australia hosted the 19th edition of Australia Marketplace India (AMI) in Jaipur from August 3–6, bringing together over 100 Indian travel agents and 82 Australian tourism operators.

VI. Industry Updates

India Media Updates in July 2025:

- According to PwC's Annual Global Entertainment and Media Outlook 2025-29 report, India is set to become a major market for the global entertainment and media (E&M) industry, with the projected compound annual growth to exceed 7.5% until 2029. [Read more](#)
- This impressive growth rate positions India among the fastest-growing E&M markets worldwide, significantly outperforming the global average of 3.7%, fuelled by a flourishing online advertising segment, the rollout of 5G connectivity, and the widespread popularity of social media and short-form video content.
- India's advertising market is on track for significant growth, projecting a 7.8% increase to reach \$15.7 billion in 2025, according to the global media investment and intelligence company, Magna Global. [Read more](#)
- India's Ministry of Information and Broadcasting reported that the private FM radio sector saw steady revenue growth in FY25, indicating FM radio's popularity among youth and local advertisers.
- In contrast, revenue from Direct-to-Home (DTH) television revenues fell in FY 2024-2025, marking a 25% decline over the past two years, indicating a major shift towards digital and over-the-top platforms.
- According to global technology and digital talent solutions provider NLB Services, live events and concerts in India are going through a transformative phase, emerging not only as a vibrant cultural sector but also as a significant source of employment and economic growth, expected to create nearly 12 million temporary jobs by 2030-2032. [Read more](#)

VI. What's Coming Up – Action Items

- Travel Trade Training presentation will be prepared and submitted for approval.
- E-newsletter template will be designed and shared for approval.
- Content will be curated for media dissemination for the month of September.
- Content calendar will be developed for the upcoming digital and social media campaign.