



TRAVEL SOUTH  USA

India

Program of Work

INDIA

MARKET OVERVIEW

Strategic Focus Areas

Build visibility and awareness for TSUSA and 9 Southern States + Rhythms of the South (ROTS) - Atlanta, Nashville, New Orleans via a multi-pronged strategy of digital amplification, earned media and PR, and travel trade trainings and sales meetings

Strengthen Indian arrivals to the TSUSA states by increasing visitation, length of stay and spend, focusing on both new and repeat travelers to the USA

Highlight the “All Y’all Are Welcome” message to reinforce the unique Southern hospitality experience

Ensure coverage and visibility for all 9 Southern states + ROTS that are part of the India program- Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, & Tennessee

Major focus pillars: Music, Outdoors, Local Culture and History, Culinary and Whiskey/Bourbon and Road trips

Media Engagement Strategy:

Adopt a theme-based content approach to uncover the Southern states key attributes for the Indian audience.

Focus primarily on consumer (lifestyle and travel) and travel-trade media outlets, especially digital platforms to maximize reach and relevance.

Establish a media engagement program with senior journalists and editors of major lifestyle and travel publications for sustained destination coverage.

Create and share a content calendar featuring major Southern experiences, cultural festivals, and seasonal highlights.

Provide media outlets with regular updates and story angles from TSUSA destinations to secure consistent earned coverage.

Primary target digital media platforms of Tier 1 media titles. Secondary engagement with print and broadcast media channels, including freelance writers and bloggers.

Align PR amplification with B2B trade initiatives, and in-market visits of TSUSA executives and partners.

Position the Travel South USA leadership team as industry thought leaders via periodic travel trade media interviews.

Trade Engagement Strategy:

Create a target list of the Top 50 tour operators with potential for TSUSA states. Engage and work on product development and engagement with them to promote the Southern states

Develop new products with targeted tour operators and travel agents focusing on themes like history, culinary, outdoors, festival and events, and road trips

Conduct destination training sessions and workshops in major tier 1 Indian cities to educate agents on TSUSA states

Build strategic partnerships with key travel operators, airlines, and (later) with select consumer brands to strengthen destination recall of TSUSA states in potential Indian travelers.

Digital & Social Consumer Outreach:

Leverage storytelling and digital campaigns to promote unique Southern experiences, to inspire and drive engagement across social media

Out of Scope Opportunities :

NA

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings (10 sales meetings + 2 trainings per month)	120
Agent Trainings	?
International Showcase & FAMs participants (6 travel trade + 1 trade media)	
Travel South Travel Trade Newsletter (September 2025- June 2026)	10
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings per annum	50
No. of Articles Generated annually	60
Impressions	TBC
Global Media Marketplace & FAMs	5 consumer media
Travel South USA PR Newsletters (September 2025- June 2026)	10
Open rate for Newsletters/leads generated	Average 22-26%
Social Posts - Owned Channels	
Meta	
# of Posts	8 Posts Per month (3 Reels, 5 Statics/Carousels)
Reach	TBC
Impressions	TBC
Engagements	TBC
Consumer Campaigns	
TBC	
Partner Engagement	
Alabama Highlighted Activation	
Arkansas Highlighted Activation	
Kentucky Highlighted Activation	
Louisiana Highlighted Activation	
Mississippi Highlighted Activation	
Missouri Highlighted Activation	
North Carolina Highlighted Activation	
South Carolina Highlighted Activation	
Tennessee Highlighted Activation	
ROTS Highlighted Activation	

2025				
India	Trade	Nov 30 - Dec 4, 2025 + Dec 4-7, 2025	Travel South International Showcase	Kansas City, MO + FAMs
2026				
Country	Category	Date	Description	Location
India	Trade & Media	January 18-23, 2026	Brand USA India Mission	Bengaluru, India
India	Trade	April 23-30, 2026	Travel South Global Media Marketplace	Mobile, AL + FAMs
India	Trade	Nov 29 - Dec 3, 2026 + Dec 3-6, 2026	Travel South International Showcase	Nashville, TN + FAMs