

TRAVEL · SOUTH  USA

MONTHLY REPORT
September 2025

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global
marketing 
Driving Tourism Success

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ABOUT TSUSA

Global Partner Programming

India Market Summary

Outbound travel sentiment in India remains highly positive, with more travelers viewing trips as an integral part of their lifestyle rather than an occasional indulgence. The USA continues to be the top long-haul choice for Indian travelers. Currently, over 5 million Indians hold valid US visas, and according to the US Embassy in New Delhi, Indian nationals now represent one in every ten US visa applicants globally.

India, the world's fifth-largest economy, is projected to grow between 6% and 7% in FY25, reinforcing its status as one of the fastest-growing major economies. In 2024, the USA received 2.19 million visitors from India 24.3% increase over 2023, ranking India as the #2 overseas source market (excluding Canada and Mexico) and #4 overall for international arrivals.

With Indian travelers typically holding a 10-year U.S. visa and a significant proportion comprising repeat visitors, the Southern states present considerable potential as destinations to explore. Through the GPP program, our focus will be on promoting the diversity and distinct character of the Southern states in the Indian market, thereby generating stronger interest and engagement among Indian travelers. The rich combination of culture, cuisine, music, and outdoor experiences offered by the region is particularly appealing to the Indian audience, making it a compelling proposition for both first-time and repeat visitors.

The country is now the world's third-largest aviation market, with significant airport expansions underway—growing from just 74 airports in 2013 to 157 today. Air connectivity to the USA continues to improve, with Air India adding new non-stop routes and other global carriers, such as Emirates, Qatar Airways, Turkish Airlines, Virgin Atlantic, British Airways, Lufthansa, Swiss Air, and KLM–Air France–Delta, expanding capacity.

Indian travelers increasingly seek diverse experiences spanning sports, entertainment, cruises, wellness, and adventure tourism. Travel is now seen as a contributor to personal well-being and a way to collect unique experiences from shopping and cultural activities to culinary explorations. This shift is fueled by a young, affluent, and digitally savvy population, with millennials and Gen Z leading the way. Rising incomes and a “You Only Live Once” mindset are encouraging higher spending on premium services and exclusive travel opportunities. India's digital adoption is robust, with 806 million internet users (55.3% penetration, up 6.5% year-on-year) and stable mobile connectivity at 1.12 billion connections, covering 76.6% of the population.

I. EXECUTIVE SUMMARY

Sartha Global Marketing is the India representation 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-pronged 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/Bourbon, 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

- 2 content features was disseminated to consumer media platforms
 - The USA On Wheels: 3 Unique Road Trips Across Southern States
 - The USA's Southern Cuisine Essentials by the State
- 3 media clippings were generated.
- [Coverage book link](#)

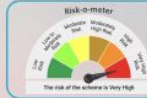
Coverage Snapshots



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➤ TRENDING: Navratri Day 9 | World Heart Day 2025 | Navratri Colours | Durga Puja 2025 | Navratri Wishes Images | Navratri Fastin



Investment in portfolio of predominantly equity related securities of companies engaged in Pharma, Healthcare & allied sectors.

The USA On Wheels: 3 Unique Road Trips Across Southern States

Curated By : [Lifestyle Desk](#) [News18.com](#)

Last Updated: September 25, 2025, 07:49 IST

Southern USA: With various routes to choose from across the states, we have put together three that truly capture the South in all its glory



Centennial Olympic Park and SkyView Ferris Wheel

The scenic roads of the Southern region of the United States make for some of the most captivating road trips, showcasing the history and culture of each destination and offering visitors a glimpse into the charming local lifestyle. With various routes to choose from across the states, we have put together three that truly capture the South in all its glory.

A Classic Southern Road Trip from Atlanta to Charleston

RECOMMENDED STORIES

1 Tropical weather in Atlantic slamming Caribbean, may strike Southeast US next



2 5 Must-Visit Heritage Museums And Sites That Bring India's Past Alive



3 UAE solidifies role as key player in global tourism



4 Kolkata Rain Fury: 10 Died, Transport Services Paralysed, Puja Holidays Advanced



History, culture, and excellent food highlight Atlanta and Charleston, two standout cities in the Southeast. Pick up a rental car and drive north on Interstate 85 to downtown Atlanta, about 20 miles north of Hartsfield-Jackson Atlanta International Airport. The top destinations are grouped into three areas in the heart of the city: downtown, Midtown, and

the Sweet Auburn Historic District.

Sample Coke products from around the world at the World of Coca-Cola downtown. Just across the way, explore Centennial Olympic Park, built for the 1996 Olympic Games. For local and international art, visit the galleries in Castleberry Hill, southwest of downtown, or explore Midtown, packed with galleries. Atlanta's dining scene is globally inspired yet rooted in Southern tradition, from Mary Mac's fried chicken to Fat Matt's barbecue, South City Kitchen's Southern classics, and Polaris's cocktails with skyline views.

ADVERTISEMENT



The advertisement banner features the Kotak Mutual Fund logo on the left, which consists of a blue circle with a white infinity-like symbol and the text "kotak Mutual Fund". To the right of the logo, the text reads "Add a dose of health to your portfolio to create long-term wealth". On the far right, there is a red button with the text "Invest Now". Above the button, there are small icons for a speech bubble and a list.

From Atlanta, drive east on Interstate Highway 20. Take a quick detour to the State House in Columbia, South Carolina, where cannonballs struck the building during the Civil War. Continue east on Interstate Highway 26 to Charleston, a busy seaport and trade center since the 1700s. Museums and guided tours delve into the city's colonial and Civil War history. Learn about pirates and the Revolutionary War at the Old Exchange and Provost Dungeon.

Explore Charleston's historic district on a horse-drawn carriage, stroll along Rainbow Row, the Battery walkway, and White Point Gardens, shop on King Street, browse art galleries, or take a boat to Fort Sumter, where the Civil War began. Charleston also has an innovative dining scene offering Southern coastal specialties like she-crab soup and shrimp and grits.

A Family-Friendly Road Trip through Missouri on Historic Route 66

Missouri features a long section of Route 66, one of the most famous roads in the USA. Nicknamed "the Mother Road," 2026 marks the centennial year of Route 66, boosting its legendary status and making it a great time to explore one of the nation's most iconic road trips.

Begin your journey in Missouri's Route 66 gateway city, St. Louis. Discover the Old Chain of Rocks Bridge, one of the original crossings of Route 66 over the Mississippi River, along with the historic Eads Bridge and Laclede's Landing. Enjoy panoramic views from the Gateway Arch, indulge in a classic treat at Ted Drewes Frozen Custard, visit the National Museum of Transportation, and conclude in Maplewood, where sidewalk plaques honor local merchants who built their businesses during Route 66's heyday.


Travel southwest from St. Louis along Historic Route 66, stopping to photograph a rare painted barn advertising Meramec Caverns, Missouri's largest public cave. Tour the limestone caverns, explore unique rooms and formations, and enjoy riverboat rides, ziplining, camping, and gold panning for a full day of adventure.

Next, drive to Cuba, the "Route 66 Mural City." Follow Cuba's history through colorful murals, taste the locally famous ribs, brisket, or pulled pork at Missouri Hick BBQ, and stay overnight at the Wagon Wheel Motel, the longest continuously running motel on Route 66.

Taste of Kentucky Road Trip: Smoked Meats and Bourbon

With Kentucky producing 95% of the world's bourbon and perfecting slow-roasted barbecue, this road trip celebrates the state's best culinary pairing. Rent a car at Louisville International Airport for the 1.5-hour drive to Lexington, known for bourbon, breweries, and bluegrass music. Visit Alltech Lexington Brewing & Distilling Co., enjoy barbecue at Red State BBQ, tour Keeneland's racetrack, and head to Frankfort to explore the historic Buffalo Trace Distillery, a Prohibition-era whiskey producer.

TOP VIDEOS VIEW ALL >



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Following the Kentucky Bourbon Trail out of Lexington, visit the Four Roses Bourbon or Wild Turkey distilleries in Lawrenceburg. Continue to Bardstown, known as the Bourbon Capital of the World, and tour the Jim Beam American Stillhouse. Sample whiskey at the Kentucky Bourbon House, and finish your trip with a gourmet Bourbon Excursion aboard My Old Kentucky Dinner Train.

Drive through Kentucky's farmlands to Owensboro, known for bluegrass music, festivals, and hearty burgoo stew. Visit in May for the International Bar-B-Q Festival or sample legendary barbecue year-round at Moonlite Bar-B-Q Inn. After a feast of smoked meats and Southern sides, continue for less than two hours to lively Louisville. The city blends iconic attractions like Churchill Downs, the Louisville Slugger Museum, and Muhammad Ali's legacy with a thriving food and bourbon scene. Ultimately, follow the Urban Bourbon Trail, sampling from over 100 bourbons.



Flavors of the South

A Culinary Journey across America's Southern States

The American South is a region where food tells the story of history, culture, and community. Each state has its own culinary signature — from smoky barbecue traditions to vibrant Creole flavours — all served with the unmistakable warmth of Southern hospitality. For the discerning traveller, this is more than dining; it is an immersion into a soulful way of life where every dish carries legacy and pride.

Alabama: A Dining Destination in the Heart of the South





North Alabama tourism project September 2017.

In Alabama, the city of Birmingham shines as a culinary capital, home to acclaimed chefs and James Beard Award winners. Here, refined Southern plates share the table with Greek-inspired menus, making the city's gastronomy as diverse as its culture. Alabama is also an emerging craft beer hub — with beloved local names such as **Good People Brewing Company**, **Avondale Brewing Co.**, and **Cahaba Brewing** redefining taproom experiences. Meanwhile, Montgomery continues to carry the essence of Southern comfort with barbecue, steak, and hearty burgers, served with generosity that feels like home.

Missouri: The Barbecue Epicentre

Missouri's culinary compass points squarely to barbecue. Kansas City, with its 100-plus barbecue restaurants, has long been the epicentre of slow-cooked perfection — meats kissed by wood smoke, brushed with tangy sauces, and paired with sides as indulgent as baked beans, creamy mac and cheese, coleslaw, and cornbread. Across the state, this tradition continues to evolve, proving why Missouri barbecue has become a global benchmark.

Arkansas: Festivals, Breweries, and a Vibrant Food Scene

Arkansas charms travellers with a culinary spirit rooted in Little Rock's bustling dining culture. The city's **Main Street Food Truck Festival** has become a landmark event, offering everything from Southern staples to inventive global mash-ups. For those who savour craft beer, **Lost Forty Brewing** and **Stone's Throw MacPark Brewpub & Biergarten** create signature brews and culinary pairings in atmospheres that feel distinctly local — blending heritage with innovation.

Kentucky: Bourbon and Barbecue Traditions



Few places define heritage dining like Kentucky. Known globally for its bourbon, the state invites travellers to sip and savour along the legendary **Kentucky Bourbon Trail**, where distillery tours uncover time-honoured craftsmanship. Louisville's **Urban Bourbon Trail** adds a modern city flair to this tradition. Pair a glass of fine bourbon with the state's coal-pit or hickory-wood barbecue — best experienced on the **Western Kentucky Barbecue Trail** or during the famed Owensboro festivals.

Louisiana: A Symphony of Flavours

No culinary journey through the South is complete without Louisiana. The state is a living, breathing mosaic of Creole and Cajun influences, where gumbo, jambalaya, po' boys, and pralines are everyday poetry on the plate. In Lafayette, Cajun Country comes alive with timeless recipes, while New Orleans adds its own rhythm — beignets at the French Market, charbroiled oysters, and chef-driven restaurants that constantly redefine America's dining scene.

Tennessee: Whiskey, Festivals, and Barbecue Legends



Tennessee delivers a feast for both palate and spirit. Memphis barbecue holds legendary status, its flavours slow-cooked and deeply soulful. In Lynchburg, a tour of **Jack Daniel's Distillery** offers a taste of heritage whiskey, while food festivals across the state celebrate everything from cornbread to biscuits. The **Tennessee Whiskey Trail**, with its 30-plus distilleries, adds another layer of discovery for culinary travellers.

Mississippi: Soulful, Comforting, and Timeless



Mississippi's cuisine reflects the heart of Southern comfort. Think catfish, tamales, fried chicken, and pecan pie — the very essence of soulful dining. Iconic institutions like **Doe's Eat Place in Greenville** and **The Old Country Store Restaurant in Lorman**, with roots tracing back to 1875, continue to welcome travellers with plates that carry both history and hospitality.

North Carolina: Ocean-to-Table Dining and Barbecue Craft



North Carolina balances land and sea with effortless elegance. Renowned for its barbecue traditions, the state also pioneers sustainable oyster farming. Along the **North Carolina Oyster Trail**, visitors can step aboard boats, meet oyster farmers, and taste the briny freshness straight from the water. Add to this the culinary craft of pit masters and vintners, and North Carolina becomes a gourmet playground for connoisseurs.

South Carolina: Lowcountry Charm



South Carolina's Lowcountry and coastal towns host local seafood festivals throughout the spring, summer and fall. The May River Shrimp Festival is held annually at Bluffton's Oyster Factory and features local seafood, live music and fun for the whole family. The festival offerings range from fresh-caught shrimp and classic Lowcountry boil to lobster rolls, blue crab and oysters any way you like them.

With the Atlantic at its doorstep, South Carolina invites travellers to enjoy just-caught seafood and traditional Lowcountry boils — shrimp, sausage, potatoes, and corn, all served communal style. The state's barbecue heritage adds depth, with four signature sauces — vinegar and pepper, mustard, light tomato, and heavy tomato — available across more than 200 barbecue restaurants.

The Southern Rhythm: Nashville, Atlanta, and New Orleans





Some Southern cities have grown into culinary icons in their own right.

- **Nashville**, named “The Coolest, Tastiest City in the South” by *Bon Appétit*, is home to chef-driven restaurants and flavours like its famed hot chicken and hearty “meat-and-threes.”
- **Atlanta** offers a cosmopolitan spread — from upscale gourmet dining to authentic ethnic cuisine along Buford Highway, creating a culinary map as diverse as its people.
- **New Orleans**, a global foodie destination, captivates with its café au lait and beignets at the French Market, gumbo on Bourbon Street, and charbroiled oysters that define the city’s vibrant dining culture.

A Journey Worth Savoring

Exploring the Southern states is not just about travel — it is about indulging in flavours that capture the spirit of place. From Alabama’s craft breweries to Kentucky’s bourbon trails, from Louisiana’s soulful Creole to Tennessee’s legendary barbecue, each state invites travellers to taste not only food, but also history, culture, and the heartfelt hospitality that makes the South unforgettable.

III. Trade

- **Started developing a comprehensive Travel South USA destination presentation** tailored for focused trade training sessions aimed at enhancing travel agents' knowledge and understanding of the region.
- **Engaged with key travel trade partners** through calls and in-person meetings to promote Travel South USA, emphasizing product education, destination awareness, and future sales opportunities.
- **Reviewed and analyzed partner state tourism websites** to identify travel inspiration themes and experiences with strong appeal for the India market.
- **Conducted an audit of leading Indian tour operator websites and social media platforms** to assess current U.S. travel products and explore opportunities to integrate Travel South USA states into their itineraries and offerings.

Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next step
DMC Bazaar	The agency has expressed interest in exploring additional Travel South USA states and is open to scheduling a destination presentation in October.	Yes
Bounce Beyond Borders	The agency is keen to learn more about the Southern U.S. states for their repeat clientele, and we have directed them to the official Travel South USA website for access to assets and sample itineraries.	Yes
Nivalink Holidays Pvt. Ltd.	The team is particularly interested in identifying new U.S. destinations for clients, especially parents traveling to the U.S. to accompany their children to universities	Yes
Flag Holidays	The agency have shown interest in creating social media promotions aligned with FIFA 2026 and plan to feature FIFA-related itineraries on their website, which is scheduled for a relaunch after October 17.	Yes

Contacts	Activity/Activation	Follow-up/Next step
Holidays&More	The agency is actively exploring road trip itineraries across the United States and has shown interest in incorporating Travel South USA states into their programs.	Yes
Fanatic Sports	The agency has expressed willingness to develop 48–72-hour itineraries for each FIFA 2026 host city, positioning Travel South USA as a new product offering within their portfolio.	Yes
Guideline Travels	An in-person meeting with their team is scheduled for mid-October to discuss detailed opportunities and collaboration plans.	Yes
All4Seasons	We have proposed conducting a destination training session for their entire Ahmedabad team in October.	Yes
Veena World	The agency is a big supporter of USA and we have begun discussions over adding Travel South USA to their existing portfolio LINK	Yes

IV. Monthly Newsletter:

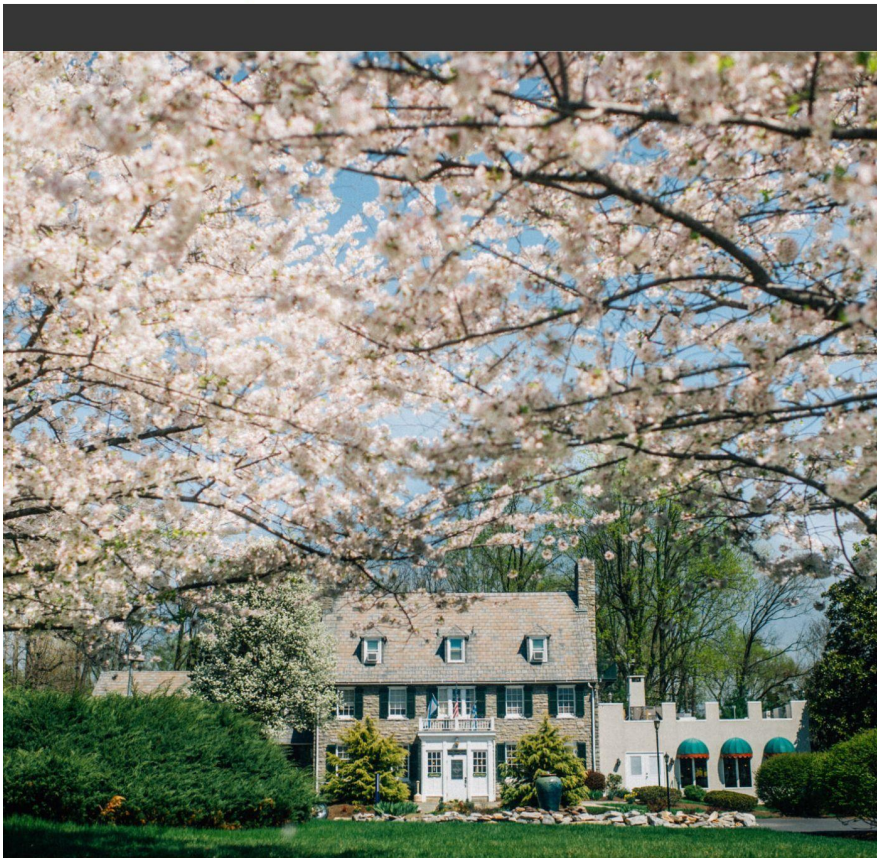
- Disseminated our monthly e-newsletter to our active database of over **6,690** active **travel trade** and over **300 media** pan-India.
- **E-newsletter theme: Explore the Outdoors**
- **Disseminated on: September 10, 2025**

E-newsletter Average Opening Rate:

- **Travel Trade: 43.30%**
- **Media: 21.90%**

TRAVEL·SOUTH  USA

SEPTEMBER 2025



TRAVEL SOUTH USA: EXPLORE THE OUTDOORS

Welcome to the heart-pounding realm of bucket list adventures in the Southern USA, where majestic mountains and sun-kissed shores create a playground of thrilling possibilities. From outdoor pursuits and cultural escapades to the untamed beauty of nature, the South promises experiences that redefine adventure. So, fasten your seatbelts and get ready for an electrifying ride through this captivating region.

[START YOUR BUCKET LIST TODAY!](#)

V. Digital & Social Consumer Outreach:

September marked the launch phase for Travel South USA's India social media presence across Facebook and Instagram. As the foundation month, the primary focus was on setting up brand positioning, hygiene, and initial audience engagement. Despite limited content volume, both platforms delivered encouraging early traction and steady engagement growth.

Facebook

- **Views:** 140 total views, setting a steady base for page visibility and awareness.
- **Interactions:** 11 total engagements, showcasing early interest in shared content.
- **Page Visits:** 13 visits to the page, showing that users are exploring the platform further after seeing posts.

Overall performance shows potential for steady organic growth.

Instagram

- **Views:** 278 total views, 2X higher than Facebook, indicating stronger visual engagement.
- **Reach:** 112, showing that the content successfully resonated beyond the follower base.
- **Interactions:** 121 total engagements, reflecting high audience responsiveness and early brand interest.

Instagram's performance clearly establishes it as the lead engagement platform for TSUSA India, ideal for storytelling through reels and experiential content.

V. Digital & Social Consumer Outreach:

Highlights:

- The first month successfully established TSUSA's brand presence in India and introduced audiences to America's South.
- The Instagram performance spike around late September indicates that aspirational, experience-led content resonates most with the Indian audience.
- Facebook performance reflects steady visibility growth, with room to enhance interactivity through contests, and call-to-action elements.
- Both platforms have shown promising early engagement - a solid base for scaling visibility and follower growth.

VI. Industry Updates

Market and Economy Updates:

- Indian millennials and Gen Z are reshaping tourism, viewing travel as an investment in connections, memories, and mindful indulgence. Booking.com insights show their priorities centre on family, friendships, value-consciousness, and cultural immersion.
- Kaspersky's latest survey reveals that 89% of Indian users have engaged with AI tools. Though AI-powered trip planning is still emerging, under a third have tried it—yet an impressive 98% of those reported being satisfied.
- Digital travel platform Agoda has reported a significant rise in travel interest for India during the forthcoming Diwali holiday week, with combined searches from domestic and international travellers growing by 24 per cent.

Travel Trade Update:

- Cleartrip, a Flipkart company, has introduced an industry-first Visa Denial Cover, offering full refunds on international flight bookings if a tourist visa is rejected. Launched ahead of The Big Billion Days 2025, the feature comes at no extra cost.
- TBO will acquire US-based Classic Vacations for up to \$125 million, gaining access to its 10,000+ travel advisor network. Classic will continue as an independent brand, supported by TBO's technology and global distribution.
- MakeMyTrip has expanded its B2B platform, myPartner, by partnering with Europamundo to offer over 600 international itineraries to 50,000 registered Indian travel agents, enhancing options for outbound travellers.

Aviation Update:

- Indira Gandhi International Airport's Terminal 3 is set for a major lift this winter, with one of its domestic piers being converted to international use, boosting its overseas passenger capacity by 50 per cent to 3 crore from 2 crore annually, The Times of India (TOI) reported.
- Delhi Airport, operated by GMR-led DIAL, has strengthened its role as a global transit hub, with international-to-international transfers soaring 244% over two years, reaching 1.34 million passengers in FY2025, up from 388,000 in FY2023, according to IATA.

Other National Tourism Organization & DMO Updates:

- Destination DC (DDC) wrapped up its inaugural Reverse India Sales Mission from 23-28 August 2025, hosting 13 top Indian travel trade partners to showcase Washington DC.
- On World Tourism Day, Tourism Western Australia partnered with Swiggy to promote Western Australia to Indian travellers. The campaign spotlights the Quokka—dubbed the “world's happiest animal”—through in-app features like tracking maps and banners, inspiring users to plan a getaway.

VI. Industry Updates

India Media Updates in September 2025:

- India's OTT audience has grown to 601 million, with 148 million active paid subscriptions, according to the fifth edition of The Ormax OTT Audience Report: 2025. [Read more](#)
 - While overall OTT growth has slowed to 10% compared to 13 to 14% in previous years, Connected TV has experienced explosive growth, with its user base increasing by 87% in a year to 129.2 million.
 - India now has an estimated 35 to 40 million Connected TV homes, marking a sharp rise in penetration in what has long been considered a mobile-first market.
- Between February 2022 and February 2025, viewing hours on connected TVs (CTV) rose 219%, with videos watched on CTV up 407%, signaling a rapid migration of social video into living rooms, according to Comscore's State of Social 2025 – India Edition. [Read more](#)
 - In the first half of 2025, Indians spent 87% of their YouTube time on mobile, 11% on CTV, and 2% on desktop, suggesting a rapid growth trajectory of CTV in the country.
 - Indians now spend an average of 20 hours per visitor each month on social platforms, which collectively reach 89.3% of the country's total digital population, placing India among the most penetrated social markets globally.
- India's advertising market recorded notable shifts across media platforms in the first half of 2025, according to a half-yearly trends report released by Excellent Publicity in collaboration with TAM Media Research, TAM AdEx, and RCS India. [Read more](#)
 - Television remained the most dominant medium, with ad volumes rising by 27% compared to the same period in 2024.
 - Radio registered a 10% increase in ad revenues over 2023, while print advertising grew by 26% year-on-year in the first half of 2025.

VI. Industry Updates

India Media Updates in September 2025:

- According to Shubha Pai, Head of Brand Solutions at Google India, YouTube is quickly transforming the video consumption landscape in India. YouTube Shorts is experiencing more than double the CTV viewership in India year-on-year. [Read more](#)
 - As of June 2025, Shorts reached over 650 million logged-in users in India monthly, underscoring the platform's growing influence across both mobile and large-screen devices.
 - According to the EY FICCI 2025 report, 89 percent of time spent on YouTube was on mobile devices, and YouTube consumption on connected TVs rose 132 percent between August 2022 and August 2024, crossing two billion hours.
- India's 377 million Gen Z consumers spend 51% of their weekly digital time on the open internet, according to new research from The Trade Desk. The study shows that 90% of Gen Z explore their interests on the open internet, compared to 83% on walled gardens. [Read more](#)
 - Channels on the open internet serve specific roles for this group: CTV and music streaming inspire, online video encourages discovery, podcasts foster deeper engagement, while blogs and forums allow for self-expression.
- India's gaming industry is shifting its focus to non-real money gaming (non-RMG) following the enactment of the Promotion and Regulation of Online Gaming Act, 2025, according to the report India's Gaming Inflection: Non-RMG at Scale by VC fund Lightbox. [Read more](#)
- Daily newspapers have experienced steady growth in circulation during the January to June 2025 audit period, according to the latest data from the Audit Bureau of Circulations (ABC), highlighting a positive trend for the print media sector in India. [Read more](#)
- Radio advertising in India experienced a 3% increase in ad volumes during the first half of 2025 compared to the same period last year, according to the TAM AdEx Half-Yearly Report on Radio. [Read more](#)

VII. What's Coming Up – Action Items

- **Engage with targeted travel trade partners** to conduct destination training sessions and initiate product development discussions aimed at increasing awareness and inclusion of Travel South USA states in their itineraries.
- **Curate and localize content for media dissemination** throughout October, focusing on stories that highlight the region's diverse experiences — including music, culture, festivals, and cuisine— tailored for the Indian audience.
 - Content Topic for October- Tracing Southern USA's Culture and Cuisine during Thanksgiving
- **Disseminate organic Travel South USA content** across social media platforms to maintain consistent visibility and audience engagement, aligning posts with ongoing trade and media activities.
- **Engagement:** Introduce interactive content such as polls, and trivia to enhance audience participation.
- We will **add call-to-action prompts** (“Plan your Southern escape”, “Follow for more Southern stories”) to drive traffic and measurable outcomes.