

TRAVEL · SOUTH  USA

MONTHLY REPORT
November 2025

Prepared By:

sartha
global
marketing 
Driving Tourism Success

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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 US 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 company 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

- One feature article was disseminated to consumer media platforms
 - Holiday Traditions In The American South
- 7 media clippings were generated.
- Post the conclusion of Rishad's FAM, we have received a piece of coverage in one of India's leading auto magazine - Autocar India
- [Coverage book link](#)

Coverage Snapshots

A Southern Christmas: The Most Magical Holiday Traditions Across The USA's Southern States

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

Last Updated: November 20, 2025, 07:29 IST

Explore the American South's most enchanting holiday traditions, from Arkansas's glowing Ozark lights and Kentucky's underground cavern show to New Orleans' Celebration in the Oaks

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Experience the true joy of an Ozark Mountain Christmas by immersing yourself in over 6.5 million lights and hundreds of decorated trees during the award-winning theme park tradition and festival, An Old Time Christmas, from November 1 to January 4 at Silver Dollar City in Branson. (Image credit: Travel South USA)

The USA's Southern states are a melting pot of culture, tradition, and hospitality. Combining a community spirit with long-standing customs, the South celebrates the lively holiday season with various events that honour rich traditions. From Arkansas's glowing town squares to New Orleans's holiday tradition of Celebration in the Oaks, every light and lantern reflects a legacy of warmth, wonder, and community and more than a little bit of magic!

Arkansas' Holiday Tradition of Lights

The Lights of the Ozarks is a holiday tradition that returns to Fayetteville for the season starting November 21, the Friday before Thanksgiving, with an official lighting at 6:00 pm, known as Light Night, followed by a holiday parade on December 4. Like every year, Lights of the Ozarks will illuminate the Historic Square each evening through January 1. Along with the stunning display of twinkle lights, visitors will enjoy a festive selection of seasonal activities, holiday music, winter treats, hot cocoa, and vendors on the Downtown Square each night. This warm community atmosphere attracts visitors from all over, making Lights of the Ozarks an iconic and one of the best photo-worthy holiday display in Arkansas.



Kentucky's Underground Holiday Spectacle

Kentucky offers a unique holiday experience with Lights Under Louisville at Louisville Mega Cavern, which transforms a former limestone cavern beneath the city into the world's only underground holiday light show. It returns on November 14 and runs through January 3. Enjoy a 30-minute ride through part of the 17 miles of underground passageways in your own vehicle or on the open-top Christmas Express, featuring over 900 lit characters and more than 4 million points of light for an unforgettable adventure.

Annual Theme Park Holiday Festival in Missouri

Experience the true joy of an Ozark Mountain Christmas by immersing yourself in over 6.5 million lights and hundreds of decorated trees during the award-winning theme park tradition and festival, An Old Time Christmas, from November 1 to January 4 at Silver Dollar City in Branson. The celebration, one of the nation's top theme park holiday events, features a Christmas light parade, holiday shows, specialty shops, homestyle meals, and sweet treats. Your family will leave with treasured memories and new holiday traditions.

Small Town Holiday Cheer in Tennessee's Oldest Town

There is no shortage of Christmas cheer in Tennessee's oldest town, Jonesborough as every Saturday from Thanksgiving to Christmas, the town decks its halls for Christmas in Olde Jonesborough, a cultural event featuring a different theme each week, Santa visits for children and downtown shopping in local boutiques, lighting of the Christmas tree which includes carolling, a Christmas story told by a local storyteller and more. The Celebration of Trees, a progressive holiday dinner, the kid-friendly At Home with Santa, the award-winning annual Holiday Tour & Tea, and the nighttime Jonesborough Christmas Parade all offer a unique cultural holiday experience.

New Orleans' Celebration in the Oaks

Started in the late 1980s, Celebration in the Oaks is an annual holiday tradition consistently ranked as one of the best things to do in New Orleans during the holidays. From Thanksgiving through the New Year, enjoy one of the most spectacular, family-friendly holiday light displays in New Orleans and the country as New Orleans City Park transforms into 25 acres of dazzling lights and breathtaking, festive displays. The Park, Botanical Garden, Storyland, and Carousel Gardens Amusement Park are all captured with hundreds of thousands of lights to create a winter wonderland.

Garden Lights, Holiday Nights in Atlanta

Garden Lights, Holiday Nights at the Atlanta Botanical Garden is one of city's most favourite holiday traditions and events. The celebration completes 15 years (November 15, 2025, to January 11, 2026), and during this time, the garden will transform into a breathtaking sight featuring glowing sculptures, walk-through light tunnels, and the beloved Holiday Model Trains. The event will also feature new music and choreography for "Nature's Wonders," the world's largest curtain of synchronised light and sound, for a dazzling experience for kids of all ages. The tree sculptures from this summer's Enchanted Trees exhibit by Poetic Kinetics will create an Enchanted Avenue, glowing with vibrant colour and light.



Celebrating the Holidays among History and Architecture in Nashville

Once the family home of Mabel and Leslie Cheek, Cheekwood is an extraordinary 1930s estate, with its historic mansion and 55 acres of cultivated gardens and expansive vistas, which transforms into a one-mile twinkling trail featuring more than a million lights during the holiday season. A 28-foot Pixel Pine Tree welcomes you on a journey through Cheekwood transformed into a winter wonderland. Warm up with hot cocoa and seasonal libations, roast s'mores by a fire, and explore the Holiday Marketplace. Tour the Historic Mansion, festively decorated by former Chief White House Florist Laura Dowling from November 21 to January 4 to experience a dazzling blend of nature and holiday magic in Nashville.

Steam, Swims & Strings

From the bathhouses of Hot Springs to the beaches of Arkansas and the honky-tonks of Nashville, RISHAD SAAM MEHTA coaxes a humble Corolla across Tacoma country – and returns with the rare satisfaction of having underspent his budget.

PHOTOGRAPHY RISHAD SAAM MEHTA



The Toyota Corolla that Budget handed me at Dallas Fort Worth Airport was as unassuming as economy rentals get. Because my primary criteria was per day cost rather than charisma. But as I adjusted the mirrors and took in the simple, functional dashboard, I realised this was exactly the sort of functional and frugal automobile I needed. Not every road trip requires a burly SUV. The Corolla, incidentally the bestselling car in the world of all time, was comfortable, inconspicuous, and quietly convenient, and I knew that it would sip fuel with the restraint of a Mumbaikar savouring a 'cutting' chai. The latter is because of its modest engine specifications. The Corolla's 2.0-litre four-

cylinder produces 169hp and 205Nm of torque. These are shy specs, even in India, where small is splendid, but as I merged onto Interstate 30, where traffic was moving at about 85mph (136kph), the car picked up the gauntlet with ease, humming along at that speed without breaking a sweat. In the days ahead, its adaptive cruise control with lane centring proved to be the sedan's most convenient feature, especially on those hypnotically straight stretches that make interstate mile munchers mundane. As we headed east from Dallas, the flatness of Texas gave way to the rolling hills of Arkansas. Soon, the first pine-covered ridges of the Ouachita Mountains appeared, a sure sign indicating that we were entering 'The Natural State'. The Corolla averaged a frugal 36 miles per

gallon (about 15kpl) over the 300 miles from DFW to Hot Springs. Hard acceleration to overtake did reveal the typical 'elastic band' effect that plagues a basic CVT transmission, with the engine revving eagerly before the gearbox caught up and transmitted power to the front wheels. Another fly in the ointment was the infotainment system that sounded like it was outputting music like a megaphone at a village fun-n-fair. As we climbed into the Ouachita Range over winding roads wrapped around verdant hillsides to create a picture of untouched beauty, I realised why Arkansas campaigned so hard to rebrand itself as 'The Natural State'. Once known as the "Land of Opportunity," Arkansas shed that moniker in the late 1980s in favour of something more apt. The shift

wasn't just cosmetic; it was a deliberate campaign by the state's tourism department to highlight Arkansas' greatest asset: its unspoiled natural beauty. With over half the state cloaked in forest, a network of rivers and lakes, and the rugged silhouettes of the Ozark and Ouachita Mountains, Arkansas leaned into what it had in abundance – wilderness, not Wall Street. Today, this label is more than just geography; it is the promise of probability that around the next bend there might be a deer, a waterfall or a bald eagle. **HOT SPRINGS: VALLEY OF THE VAPOURS** We reached Hot Springs by late afternoon, and it felt like a town entirely fashioned by water. Native Americans called this area

'the valley of the vapours', and for over 10,000 years, tribes like the Caddo, Choctaw, Cherokee, Quapaw, and Tunica gathered here in peace to bathe in its healing waters. The water, heated to a blistering 64°C, bubbles up from 47 springs on Hot Springs Mountain. But what makes them remarkable is that the water bubbling up today fell as rain more than 4,000 years ago; far back in hallowed antiquity, when the Great Pyramids at Giza were still under construction. Then, it percolated six to eight thousand feet down into the earth's crust, was heated by surrounding rock, and is now making its return journey to the surface. In 1832, this became the first federally protected reserve in the US, predating Yellowstone by decades. By 1921, it was declared America's 18th National Park. Its

unique status of being a spa town within a national park has shaped Hot Springs' identity ever since. We drove through Bathhouse Row that is the architectural showpiece of Hot Springs. Eight stately bathhouses line Central Avenue: Hale, Maurice, Buckstaff, Fordyce, Superior, Quapaw, Ozark and Lamar. Built between the 1880s and 1920s, these magnificent masonry structures replaced their more flammable wooden predecessors. The Fordyce Bathhouse, built in 1915, is the crown jewel, though it is now a museum and the Hot Springs National Park Visitor Centre. Its marble halls and stained glass recall a time when 'taking the waters' was as fashionable as it was medicinal. By 1946, over a million baths were taken annually. By the 1960s, the fad had cooled, leaving



The grand Fordyce Bathhouse on Bathhouse Row is now a museum and the Hot Springs National Park Visitor Centre.

← only Buckstaff and Quapaw still operational. On our first morning in Hot Springs, while I went off to explore the architecture of the town, my friend opted for something steamier. She checked into the Buckstaff Bathhouse for their \$101 Traditional Bathing Package: a ritual that's equal parts wellness and time travel. There was a whirlpool soak, a steam cabinet, hot packs, and a deep tissue massage, all executed with brisk efficiency and minimal modesty. The whole affair was walk-in-only, gender-separated, and charmingly devoid of modern spa fluff. She emerged two hours later, scrubbed, steamed, and sighing happily, which was living proof enough that bathhouses, an indulgence since Roman times, still work wonders. **GLASSY WATER AT LAKE OUACHITA** Next morning, the Corolla hummed northwest to Lake Ouachita State Park that is home to Arkansas' largest and possibly most seductive lake. Forty thousand acres of glass-clear water wrapped in pine forest, just 15 miles north from Hot Springs. We kicked off at



This mural is a nod to Hot Springs being a spiritual place for Native Americans for about 10,000 years.



the main swimming beach near the visitor centre, where the lake lapped gently like it was trying to flirt. Unlike the glacial slaps of England's Lake District tarps, this water was warm, welcoming and perfect for a lazy morning float. The Three Sisters Springs area offered another dip spot, and we spent the afternoon toggling between swims and sunbathing, watching boats cruise past like slow-moving parade floats. The marina tempted us with kayaks and canoes, but we had bigger aquatic plans later in the trip. For now, we were content to bob like blissed-out otters, soaking up the Arkansas sunshine and wondering if this was, in fact, the clearest lake in America or just the most charming.

DEGRAY LAKE: PADDLING AND PADDLEBOARDING

The next day, drawn by tales of yet more clear water, we drove 25 miles south from Hot Springs to DeGray Lake State Park. Artificially formed in the 1970s as a flood control and hydro project, the lake is 13,400 acres of calm blue beauty. At the Caddo Bend Day Use Area, we found the Whenever Watersports kiosk. This is an impressively slick, self-serve rental system. You start by downloading the app, entering your credit card details, watching a short safety video, and signing the waiver. Then, with a quick scan of the QR code, the kayaks and paddleboards unlock like magic. Even in spots where mobile signals play hard to get, the setup's got you covered – there's dedicated Wi-Fi to keep the process smooth. No hooking in advance, no time slots, just you, the gear, and the lake waiting to be explored. We grabbed a kayak and a paddleboard and set off on the Islets Cove Paddle Trail, a three-mile loop marked by cheerful yellow signs that doubled as floating history lessons. One pointed out the black willow trees once tapped by Native Americans for their pain-relieving bark that eventually became a chief ingredient in aspirin. Another sign marked the ghost of a dairy farm pond, now submerged beneath the lake's glassy surface. The paddling was serene! Compared to Ouachita's occasional jet-ski buzz, DeGray was a whisper and felt wonderfully tranquil

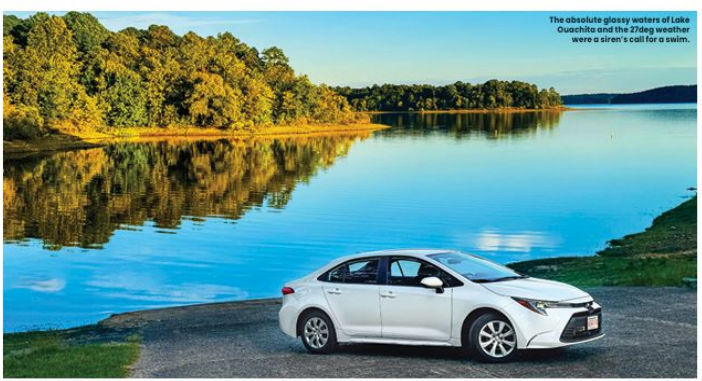


One can and gear up to paddle the grasslands around DeGray Lake.

"Arkansas traded ambition for authenticity by rebranding itself as 'The Natural State' to celebrate its great outdoors."

as we glided through the coves, trailed by herons and the occasional loon call. The water was so still it felt like we were gliding across a mirror. Two hours later, sun-kissed and slightly noodle-armed, we returned the kayak, paddleboard, jackets and oars and

headed to a secluded patch of shoreline for a well-earned swim. The water was refreshing, and after the exertion of paddling, swimming felt gloriously restorative. We had packed swimming costumes and towels in the



The absolutely glassy waters of Lake Ouachita and the 27deg weather were a siren's call for a swim.



Paddle-boarding on the clear waters of DeGray Lake.



Spicy fried chicken in Nashville. Do not take the 'spicy' prefix lightly.

◀ Corolla's surprisingly spacious boot – a reminder that while this car lacks the cavernous cargo area of an SUV, it's more than adequate for a road trip's essentials. Also packed into the boot was our lunch. A hamper of happiness from Stubby's Bar-B-Que in Hot Springs. Ribs, pulled pork, brisket oozing with juices, baked beans, those gloriously indulgent spuds with sour cream and bacon bits, sweet milk buns soft enough to double as pillows and enough of their signature sauce to baptize a small pig. We ate at one of the picnic tables peppered all over the state park, with fingers sticky, smug faces and contented sighs.

FURTHER EAST TO NASHVILLE

Our original plan was to head back to Dallas from Hot Springs, but since the Corolla was turning out to be quite the highway star, we decided to foray 400 miles further east on the I-40 just to spend an easy evening in Nashville.

The Toyota settled into an easy rhythm on the interstate, munching the miles with a kind of business-like efficiency that made the journey effortless as the landscape changed from Arkansas' pine forests to Tennessee's rolling hills.

After days of peace and pine-scented solitude in Hot Springs and the Arkansas lakes, Nashville hit us like a shot of espresso.



The Corolla proves to be quite the highway star.



Local honky-tonk band belts out country covers at the Redneck Riviera.



Nashville's Broadway is a kale of music and neon signs at any time of the year. It's always party season here.

The drive into Tennessee felt like someone slowly turning the volume knob from 'meditative' to 'mayhem'. By the time we rolled down Nashville's Broadway, we were surrounded by a riot of neon lights, laughter, and guitar riffs spilling out of every doorway.

Music poured from saloons with names like Lucky Bastard Saloon, Redneck Riviera, and a dozen others that promised equal parts melody and mischief. We hopped from one to another, enjoying the music that was being belted out with passion. For food, we tried the famous spicy southern fried chicken and the smoky Tennessee barbecued rack of ribs.

What I found surprising and quite endearing was that, for once, no one was filming the fun. No phones held up like lighters, no influencers trying to garner views. Just normal people – real, unfiltered, beer-in-hand – losing themselves in the music. After the tranquillity of the Arkansas lakes, this felt gloriously alive – a reminder that life, like a good road trip, is best experienced unfiltered.

THE ROAD HOME

We started off from Nashville with a sublime sense of happiness and honky-tonk still echoing in our ears. We had intended to head straight to Dallas, but a quick look at the map revealed that 208 miles to the south from Nashville, in Leeds, Alabama, was the Barber Vintage Motorcycle Museum.

It was a no-brainer. It was a long detour, but it turned out to be one worth taking

because the museum was a delight. But that is a story for another issue.

This road trip had been a glorious blur of steam, swims, sticky fingers and spontaneous detours. From pine-scented paddles to neon-lit pandemonium, we'd soaked in serenity and marinated in mayhem. One moment we were floating in crystal-clear lakes, the next we were

fervently applauding country tunes being belted out in brass bars that smelled like spilled whiskey and good decisions. It was a road trip that zigzagged between wholesome and hedonistic, and we loved every minute of it. We crossed back into Texas and returned the Toyota to Budget at DFW, a little sunburnt, muscles slightly sore, and completely, gloriously restored. 🍷

Travel Tool Kit

RENTAL CAR: BUDGET.COM

I booked my car in advance and prepaid for it, so I got a great deal at \$47 per day. Picking up the car at Dallas Fort Worth Airport was refreshingly smooth – quick paperwork and friendly staff. I was allotted a Kia K4, but when I asked for options, the company offered a Corolla, which I opted for.

FLIGHT: FINNAIR

Flying Finnair's new business class from Delhi to Dallas was a revelation. Spacious Air lounge seats, thoughtful food, carefully curated wines and a cocoon of calm made the long haul surprisingly restorative. Getting from Delhi to Dallas involves an overnight in Helsinki, which I quite liked, since it's a good break in a pretty city.

ACCOMMODATION

With nighty stays averaging around \$150 for two- or three-star hotels, Booking.com proved to be the most convenient for accommodation planning. Fast, intuitive, and packed with options, it made finding the right place a piece of cake.

AMERICATHEBEAUTIFUL.COM


For anyone plotting their own stateside saga, www.americathebeautiful.com is a digital treasure map. Its Artificial Intelligence-powered itineraries and curated travel ideas spark wanderlust and simplify planning, blending inspiration with utility in a way that feels tailor-made for modern explorers.

Food Talk | Tracing Southern USA culture and cuisine

Lachmi Deb Roy • November 10, 2025, 16:15:07 IST



From exploring the origins of Thanksgiving to modern festive customs, these Southern states have maintained their culture and cuisine around the holidays as a testament to community spirit and a joyful way to kick off the festive season

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The Southern states of the USA are a vibrant blend of traditions, culture, hospitality, and cuisine that have a profound influence on holiday celebrations, such as Thanksgiving. From exploring the origins of Thanksgiving to modern festive customs, these Southern states have maintained their culture and cuisine around the holidays as a testament to community spirit and a joyful way to kick off the festive season. Thanksgiving is celebrated on the fourth Thursday of November in the United States.

A Cultural Celebration: Thanksgiving and Holiday Traditions in Missouri



Missouri offers many opportunities to create memories and traditions over Thanksgiving, celebrating culture and community like no other. Holiday lights in downtown Kansas City are a beautiful sight, and for many families, the season is not complete without them. A flip of the switch on Thanksgiving evening reveals thousands of jewel-toned lights outlining every dome, tower, and window in Kansas City's Country Club Plaza.

More from Arts & Culture



The lights illuminate the 15-block shopping district, creating a sparkling scene every year. In addition to its own beautiful holiday decorations, The Raphael Hotel in Kansas City boasts incredible views of Kansas City's dazzling Country Club Plaza light display. From Thanksgiving through mid-January, the historic shopping district glows in jewel-tone colours. A flip of the switch on Thanksgiving evening reveals the lights outlining every dome, tower, and window in the 15-block area. The lighting ceremony has been a Kansas City tradition since 1930.



The Christmas tree fields at Meier Horseshoe Pines Tree Farm, near Jackson, and Starr Pines Christmas Tree Farm, near Boonville, offer a family-friendly experience that ignites the festive spirit and marks the start of the joyous holiday season, typically around Thanksgiving. Climb aboard a wagon pulled by Belgian horses to pick your perfect pine, fir, spruce, or cedar, where visitors can cut their own tree or shop for wreaths and gifts and meet friendly donkeys, to enjoy a holiday farm experience from Thanksgiving through Christmas.

Alabama's Thanksgiving Table



Alabama celebrates Thanksgiving with its Southern warmth, blending traditional as well as progressive recipes and culinary rituals that capture the true spirit of the season. In June 1923, W.C. Bates received nine turkey eggs as a wedding gift from his aunt. Almost nine decades later, Bates Turkey Farm in Greenville still raises free-range turkeys and markets its products, whole turkeys, turkey breasts, turkey jerky, turkey sausage and more. Just down the road, Bates House of Turkey serves everything from turkey sandwiches to turkey soup and turkey casserole. Each year at Thanksgiving, in a tradition that dates back nearly 65 years, the governor of Alabama pardons a turkey (always named Clyde) from the Bates farm.

Every good Thanksgiving meal begins with a holiday beverage, and luckily for you, Fairhope Brewing in Fairhope has just what you need. The Judge Roy Bean Coffee Stout is carefully crafted and consists of a nice, creamy cold coffee flavour that mixes perfectly with the base stout. This beer is a light option, which means it is a great way to begin your meal. However, if you are more into cocktails, give the Holiday Old Fashioned at the Haberdasher in Mobile a try. This drink consists of house-made cranberry syrup, genever, London dry gin, and bitters.

Before you dig into the main course, take a minute to warm yourself up with a cup of house-made soup from the Basketcase Cafe in Dothan. Choose from a cup of savoury Cream of Tomato Soup or Sweet Corn Chowder for the perfect local way to start Thanksgiving. After a nice, warm cup of soup, indulge in the flavours of the Butcher's Board from Acre in Auburn. This appetiser includes four house-cured meats, pickles, pecan mustard, local cheese, fruit, and benne crackers, all served on a piece of Alabama wood.

STORY CONTAINS BELOW THIS AD



The advertisement features the Zoho CRM logo at the top left and a colorful logo with the letters 'ZCRM' at the top right. Below the logos, the text reads 'An Indian CRM for Indian businesses.' A red button with white text says 'TRY FOR FREE →'. At the bottom, there are three circular profile pictures of diverse individuals.

Louisiana's Culinary Vision for Thanksgiving



In Louisiana, New Orleans' culinary scene offers all sorts of dining options for a Thanksgiving dinner, including prix fixe, à la carte or catering feasts for brunch, lunch, dinner, and dessert featuring traditional holiday favourites to Southern contemporary twists. The Thanksgiving table d'hôte at Arnaud's typically features roasted butternut squash soup, the chef's signature Shrimp Arnaud marinated in Creole remoulade sauce, traditional roast turkey with cornbread or oyster dressing and candied yams, and more.

Brennan's offers a three-course menu starting with the classic turtle soup topped with brown-butter spinach and grated egg. For the main course, options have included roasted buttermilk-brined turkey breast with cranberry and rosemary jus, chicory-rubbed beef tenderloin with red wine sauce or Creole-spiced Gulf fish with Brussels sprouts and hazelnut butter. Finish with a seasonal dessert or Brennan's world-famous bananas foster, flambéed tableside.

Thanksgiving dinner at Ralph's on the Park typically includes turtle soup or roasted squash and pumpkin soup, before moving on to traditional roasted turkey with giblet gravy, cranberry compote and roasted sweet potatoes or seared duck breast with citrus-glazed baby carrots. Finish with pumpkin cheesecake or praline bread pudding. Luke's Thanksgiving menu features a quirky Louisiana dish: a turducken served with wild mushroom giblet gravy and satsuma cranberry marmalade.

III. Trade

- Initiated focused **trade training** sessions with travel agents.
 - Total trainings : **5 Travel agencies & 24 participants**
- **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.
 - Total engagement : **19 Travel agencies**
- Coordinated with all participating delegates for the **Travel South International Showcase**
- A well-known travel agent Nik & Ami Travels uploaded a reel on Louisiana garnering 579 likes : [LINK](#)

Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next step
World of Vacations	Our first training session (in-person) with 6 participants. They are optimistic about TSUSA and open to pitch the same to their repeat clientele	Yes. Follow up email with itinerary support links sent
SOTC	Our second training session (in-person) with 4 participants. One of them joined us for the Int. Showcase. The response was very positive	Yes. Next step: Push for product development
Thomas Cook	Our third training session (in-person) with 6 participants. The response was very positive.	Yes. Next step: Push for product development
Varun Worldwide	The agency have shown interest in TSUSA as they have already done itineraries with Bourbon trails and Louisiana.	Follow up email with links sent
Ahura Travels	USA is a big focus for them and TSUSA is a good option for offbeat travel options.	Follow up email with links sent
Tiya Travels	The agency is currently focused on the West & East Coast primarily but will explore TSUSA in 2026	Follow up email with links sent

Contacts	Activity/Activation	Follow-up/Next step
Nimbus Tours	The agency has repeat VFR clientele to whom TSUSA can be pitched	Follow up email with links sent
Arunodaya Tours	The agency is positive about promoting TSUSA and has expressed interest to join a group training session to learn more.	Follow up email with links sent
Ashoka Dream Holidays	In-person meeting. Currently their FIT VFR clients can be pitched places like New Orleans & Atlanta but would be sometime before the other can be promoted.	Follow up email with links sent
Sahajanand World Travels	Our fourth training session (virtual) with 7 participants. They are optimistic about TSUSA and open to pitch the same to their repeat clientele.	Yes. Next step: Push for product development
Bounce Beyond Borders	Our fifth training session (virtual). The owner will be travelling to Dallas in April & is sure to explore North & South Carolina.	Follow up email with links sent
Khurana Travels	They will be keen on exploring TSUSA especially for FIFA next year.	Follow up email with links sent
The Travel Therapist	Support provided in terms of TSUSA Itineraries. His focus is on FIFA 26 and the Atlanta Semi final match	Itinerary support provided

Contacts	Activity/Activation	Follow-up/Next step
Orion Vacations	The agency is interested to learn more about TSUSA as a FIT & FIFA destination. Training proposed for early Dec.	Follow up email with links sent
Nina Universal Tours	Although the agency showed interest, they will likely team one state with another big city like Orlando or Dallas.	Follow up email with links sent
Anjali Travels	They have clients to whom destinations like Atlanta & New Orleans can be pitched to.	Follow up email with links sent
Gogo Travels	We have proposed conducting a destination training session for them in Dec. Product development opportunity	Follow up email with links sent. Training set for 08th Dec
TravelArt	They are keen on exploring TSUSA as an add-on destination to their VFR clients to Dallas. Training proposed for Dec	Follow up email with links sent
Redchilli Holidays	The agency has been promoting New Orleans & will be happy to look into the other TSUSA states as a possible road trip destination	Follow up email with links sent. Training set for 10th Dec

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: Trick or Treats Edition**
- **Disseminated on: November 06, 2025**

E-newsletter Average Opening Rate:

- **Travel Trade: 22.80%**
- **Media: 33.90%**



TASTE, TUNES, AND TRADITIONS: FESTIVALS IN 2026

Welcome to the Southern USA in all its flavorful and musical glory, where lively festivals, coastal breezes, and mountain charm set the stage for unforgettable experiences. From springtime food and wine celebrations to summer music festivals and fall cultural traditions, the South offers a year-round adventure for every taste and rhythm. So, grab your appetite and your sense of adventure, and get ready to explore this vibrant, festival-filled region.

IV. Monthly Newsletter:



LOUISIANA

French Quarter Fest, held every April, is celebrated for its vibrant Louisiana music lineup and is ranked among the state's top food festivals. Every May, the Breaux Bridge Crawfish Festival showcases Cajun music, culture, and plenty of crawfish. In the fall, Shreveport's Red River Revel brings nine days of art, food, and live music to the city.

[WARM YOUR SPIRITS](#)



ALABAMA

Alabama's 2026 festival season blends music, food, and culture. Highlights include Hangout Music Festival, Opelika Songwriters Festival, and Rock the South. Food lovers can enjoy the West Alabama Food & Wine Fest, and coastal favorites like Orange Beach Seafood and more. Dothan's Loop Music & Art Festival caps off a lively spring lineup.


[EXPLORE MORE](#)



NORTH CAROLINA

Spring in North Carolina brings MerleFest in Wilkesboro and LEAF Festival for music, arts and local flavors. Summer features Lovin' Life Music Festival in Charlotte, while September welcomes the John Coltrane Jazz Festival. October highlights include Lexington Barbecue Festival and November wraps up with the Highlands Food & Wine Festival.

[FUN ALL YEAR ROUND](#)



SOUTH CAROLINA

In 2026, South Carolina shines with two standout festivals. Charleston Wine + Food Festival celebrates its 20th year with world-class chefs, drinks, and live music in the Culinary Village. In September, euphoria Greenville blends chef-driven dinners, tastings, demos, and live performances, showcasing the city's culinary and musical creativity.

[KNOW MORE ABOUT IT](#)



MISSISSIPPI

Mississippi's 2026 festivals showcase food, music, and Southern charm. Highlights include Jackson Food and Wine, Double Decker Arts Festival, Sipp and Savor, Natchez Food and Wine, Delta Hot Tamale Festival, Natchez Balloon Festival, and Cruisin' the Coast, ending with the National Folk Festival and Mississippi Book Festival in Jackson.

[2026 LINEUP](#)

YOUR NEXT SOUTHERN ADVENTURE STARTS HERE!

FUN FACT: *The Hangout Music Festival in Gulf Shores is the only major U.S. festival held right on the beach, where fans can dance barefoot in the sand to top artists.*

[FOR MORE UPDATES, LOCAL SECRETS, AND TRAVEL INSPIRATION, FOLLOW US ON SOCIAL MEDIA!](#)



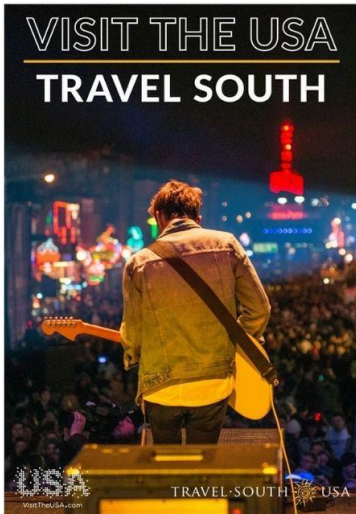
IV. Monthly Newsletter:

**Travel
South
USA**
All Y'all Are
Welcome

ABOUT TRAVEL SOUTH USA

Travel South USA is America's oldest and largest regional travel promotion organization, formed in 1965 by a resolution presented at the Southern Governors' Conference. The long-standing regional collaboration of the state tourism offices of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia provides a foundation to positively position tourism as a vital and dynamic element in the region's economic development.

VIEW THE INTERNATIONAL PLANNER



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:

- Facebook page gained 20 followers and 20 likes, indicating early but steady audience buildup.
- Instagram reached 17 accounts but delivered 652 video views, proving strong traction for Reels.
- Facebook posts received 88 likes, 5 comments, and 1 share, showing high engagement despite low reach.
- Instagram posts generated 14 likes and 2 comments, demonstrating initial community interest.
- Engagement-to-reach ratio on Facebook shows strong content relevance among those who view it.
- Early interactions highlight clear potential for higher engagement once reach improves.

VI. Industry Updates

Market and Economy Updates:

- India's economy expanded strongly, recording 8.2% year-on-year growth in Q2 (July–September 2025), signaling robust economic momentum and sustained improvements in domestic demand and investment activity. Source: Government of India's Ministry of Statistics and Programme Implementation (MoSPI).
- Thrillophilia, an Indian OTA and aggregator, released its Honeymoon Travel Report 2025–26, highlighting a rise in short “minimoons” right after weddings, followed by longer “big moons” later in the year. Experience-led travel is up 18% year-on-year, international honeymoons have grown by 41%, and couples from Tier-2 and Tier-3 cities now make up 46% of all honeymoon bookings.
- Thrillophilia finds women plan 72% of India's leisure travel, making earlier, more detailed bookings. Despite choosing 28% more premium upgrades, they spend only 6% more than men—reflecting “smart luxury.”
- **As per a Google-commissioned Kantar report**, the Indian travel industry is experiencing a massive surge in consumer confidence and spending, with 88 percent of travelers keen to travel
 - The industry is experiencing a significant market shift toward premiumization and value maximization, along with a strong reliance on digital touch points across the traveler journey, from inspiration to booking, and the definitive trend is toward higher spending and comfort.
 - This premiumization is even more pronounced for global trips, where the average spend is 3.2 times that of a domestic trip.
 - Traveling is now a form of self-expression, yet the booking path is often fragmented.
 - As per the report, Video has become central to discovery, with YouTube as the top source for travel inspiration, used by a massive 68 per cent of Indian travelers.
- **As per Booking.com 2026 Indian Traveller Snapshot Survey (2000 respondents):**
 - **41%** of Indian travellers plan to travel with their family, including multigenerational trips.
 - **37%** intend to meet new people during their travels, either by making friends or through dating.
 - **35%** plan to stay in accommodation that is an integral part of the destination or overall experience.
 - **29%** are interested in embarking on hiking adventures.

VI. Industry Updates

Travel Trade Update:

- Cox & Kings has opened seven new franchise outlets across key non-metro cities—Surat, Bhopal, Belgaum, Nashik, Rajahmundry, and Jamnagar - expanding its footprint as demand for curated, experience-led travel rises. The move aligns with its goal of building a 200-outlet nationwide network.
- Expedia TAAP ran a black Friday sale with travel trade media. Offering min 30% discount for travel between 18 Nov 2025- 30 Dec 2026. Sale date between 18 Nov- 3 Dec.

Aviation Update:

- **British Airways** is preparing to expand its India operations to tap into the country's fast-growing aviation market and rising outbound travel demand. The carrier currently operates 56 weekly flights from Indian cities to London.
 - Subject to regulatory approvals, British Airways plans to add a third daily Delhi–London flight next year. India is BA's second-largest market after the US.
 - The airline maintains a codeshare partnership with IndiGo and, through its wider collaboration with Qatar Airways, serves 13 Indian destinations with a total of 148 weekly flights — including direct British Airways services from London and Qatar Airways connections via Doha.
 - BA provides seamless connections to various cities across the US via Heathrow, including to Philadelphia.
- **Virgin Atlantic** (VS) will increase flights to Bengaluru (BLR) as demand on India routes continues to climb.
 - London Heathrow to Bengaluru schedule will increase from 7 to 11 weekly during January, February, and March 2026. The move brings the route close to a twice-daily operation at a time when capacity to India remains in high demand.
 - India has become Virgin Atlantic's fastest-growing international market outside the United States.
 - Virgin connects seamlessly to major destinations on the East Coast, such as New York and D.C.

Other National Tourism Organization & DMO Update:

- South African Tourism launches the 11th Learn SA programme for 2025–26, training 300+ travel partners across Surat, Pune, Kolkata, and Lucknow to boost destination expertise.

VI. Industry Updates

India Media Updates in November 2025:

- According to a new report titled “The Gaming and Interactive Media Opportunity in India,” released by BITKRAFT Ventures, India’s gaming and interactive media industry is poised for rapid growth, expected to triple in size to nearly \$7.7 billion by FY2030. [Read more](#)
- The study shows that the country’s gaming and interactive segments are growing 1.5 times faster than the wider digital entertainment market despite ongoing regulatory hurdles around real-money gaming, emphasizing the sector’s resilience and long-term prospects.
- According to a new report by market research firm Niko Partners titled “India Gamer Behavior & Market Insights 2025,” India’s gaming industry is headed for a record year, with the number of gamers projected to surpass 500 million in 2025. This makes India the fastest-growing gaming market in Asia and the Middle East & North Africa (MENA), fueled by the explosive growth of mobile gaming, esports participation, and a rapidly expanding base of paying players. [Read more](#)
- The report reveals that 95% of gamers in India play on mobile devices, reaffirming the country’s position as a mobile-first gaming economy.
- A key trend highlighted in the report is the increasing participation of women in gaming, now accounting for 40% of India’s gamer population, up from 22% in 2020.
- According to the EY report “A Studio Called India,” India is quickly becoming the top global destination for Media & Entertainment (M&E) companies to establish “Media Capability Centres” (MCCs), handling functions like production, post-production, localization, data analytics, advertising, and other media-tech services worldwide. This growth is driven by a large talent pool and technological progress. [Read more](#)
- The report also indicates that nearly 50 M&E GCCs (global capability/media capability centers) are already operating in India, mainly in Mumbai, Chennai, Hyderabad, Delhi, and Bengaluru.
- At its annual YouTube Impact Summit, the company released an Oxford Economic report that estimates YouTube’s creative ecosystem contributed more than \$2 billion to India’s GDP in the last year and supported over 0.93 million full-time equivalent jobs. [Read more](#)
- The study also found that 63% of monetizing creators consider YouTube their main source of income.
- The Ministry of Information & Broadcasting (I&B) announced that it has approved a 26% increase in the rates paid by the government for advertisements in print media. to strengthen the revenue base of newspapers, especially as they face rising costs and growing competition from digital platforms, the government said. The rates are effective from December 1, 2025. [Read more](#)

VII. What's Coming Up – Action Items

- **Travel South India Mission 2026** - Logistical preparations & Agent invitations
- Continue **Meetings, Sales Calls & Trainings** (in-person & virtual) with travel agents
- **Prioritize Reels** as the primary content format to capitalize on Instagram's strong video consumption.
- **Repurpose content** across platforms to maximize efficiency and maintain consistency.
- Use stories and **cross-amplification** to support reach and retention.
- Start with **strategic boosts** to high-potential posts to accelerate early growth.
- A trivia-based **social media contest** will launch across platforms, offering a \$58 Amazon voucher to boost engagement and follower growth.
- Strengthen storytelling around destinations, culture, and experiences to build long-term recall.