

Travel South All Y'all Are Welcome USA



Stories, Flavours, and Adventures of the American South

- **Participation:** The 2026 Travel South International Travel Planner had 8 states and 27 DMOs participate
- **Links:**
- **Travel South Stand-Alone Guide:**
 - UK Digital Flip Book: <https://online.pubhtml5.com/wicz/qnhj/>
 - German Digital Flip Book: <https://online.pubhtml5.com/wicz/cqxn/>
 - UK PDF: <https://www.dropbox.com/scl/fi/kiq2dg740ksksjzqfl3da/2026-Travel-South-UK-Smallest.pdf?rlkey=cjd3h42inw80jjhxbg7a6nek4&dl=0>
 - German PDF: <https://www.dropbox.com/scl/fi/ahjvm9jcngsi8e1z8hqhj/2026-Travel-South-German-Smallest.pdf?rlkey=cl42zwidl2f6hbppqfomp0oof&dl=0>
- **Print Stand Alone Copies: 10,000 (9,000 UK and 1,000 German) – completed and being shipped.**
 - 700 Copies of German Version sent to Amerika Unlimited
 - 500 Copies sent to Travel South in Atlanta
 - 300 Copies sent to Northeast Media for US distribution to partners.
 - Remaining copies held for storage for on-demand shipments to consumer and trade shows in Europe.
- **Essentially America Insertion – Currently distributed at Heathrow Airport to travelers to the USA and at premium travel lounges**
 - 50,000 copies in Essentially Amerika Fall edition: <https://online.pubhtml5.com/wicz/fluw/>
- **Upcoming:**
 - 50,000 copies in Mein Amerika (Germany) Fall edition (late November)
 - Digital versions in French, Spanish, Portuguese (late November)
 - 16 million Spearfish Impressions to run Jan 1 - Mar 31 in UK, Germany and Canada

Preview link to Spearfish Banners:

<https://www.dropbox.com/scl/fo/gkcmgx0bmcou9id3h5gl6/AL30d-NbPo01B4Hg4tpvGoQ?rlkey=102jw4m1umhtczux2zu745h1h&dl=0>