

Sojern

Update- summary of the five Sojern Travel South USA Global Innovation Challenge campaigns:

- Explore Georgia – Currently live and running through 12/26/25. Focused on UK travelers.
- Visit North Carolina – IO is signed, and the campaign is scheduled to run 1/1/26–4/30/26, targeting UK, FR, and AU.
- Arkansas Tourism – Connecting on 11/12 to finalize campaign details. Tentative start date of 1/1/26 or 2/1/26.
- Visit Mississippi – Finalizing campaign details, with a likely 2/1/26 start date. Markets are TBD.
- Discover South Carolina – Planning to connect the first week of December to finalize details. Tentative start date of 2/1/26