

Travel South, Naturally 2.0 Post Campaign Analysis

January 6th , 2025

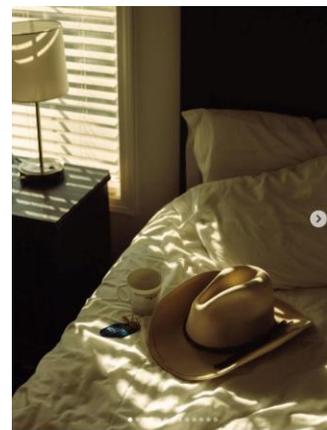
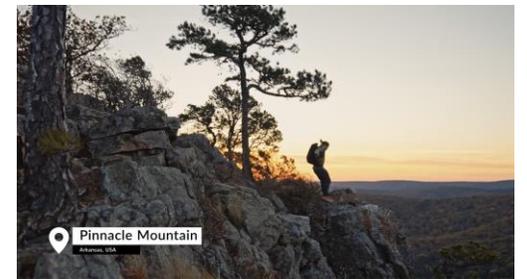
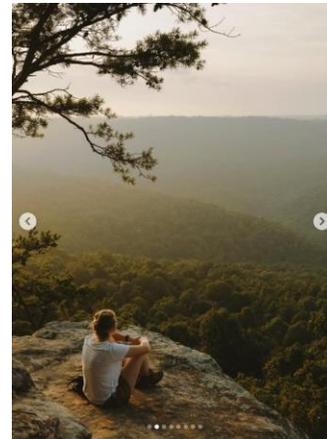
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Campaign Background

Campaign Snapshot



Campaign Background

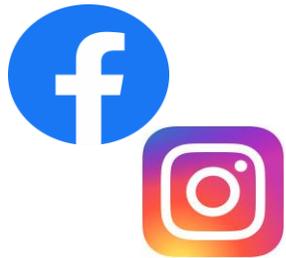
- *Travel South, Naturally 2.0* is the second iteration of this award-winning campaign, using high-impact, video-first storytelling to inspire UK travelers to explore the Southern USA's outdoor and cultural experiences.
- State Partners:
 - **Media Only:** Alabama, Arkansas, Louisiana, North Carolina
 - **Media + Creative:** Kentucky and Tennessee
- The campaign also partnered with **Trailfinders** as the key tour operator.
- **Audience:**
 - Travel-enabled Empty Nesters (55+), DINKS (36–45) and Older Millennials (28–35) in the UK.



Media Mix

For 2025, *Travel South, Naturally* campaign content was distributed across:

Meta



Leveraging static and video assets across multiple formats, including Facebook and Instagram reels, stories, and main feed ads.

Native



Delivering 30-second outstream video and native static formats, embedded seamlessly within premium travel and lifestyle content.

VOD



Showcasing 30-second cinematic video assets across premium streaming platforms and high-quality websites.

Escapism



Running two digital articles, within premium travel content reaching engaged audiences.

Trailfinders



Partnering with a trusted UK tour operator to convert destination inspiration into travel planning and booking consideration.

Microsite

The campaign microsite, www.travelsouthnaturally.com was refreshed to host a wealth of inspirational content, including hosting an updated hero video and partner videos.

Pages included:

- Homepage
- Getting Here / Trailfinders
- Win a Trip
- Alabama
- Arkansas
- Kentucky
- Louisiana
- North Carolina
- Tennessee



Travel South
All Y'all Are Welcome USA



Campaign: Overall Performance

Executive Summary

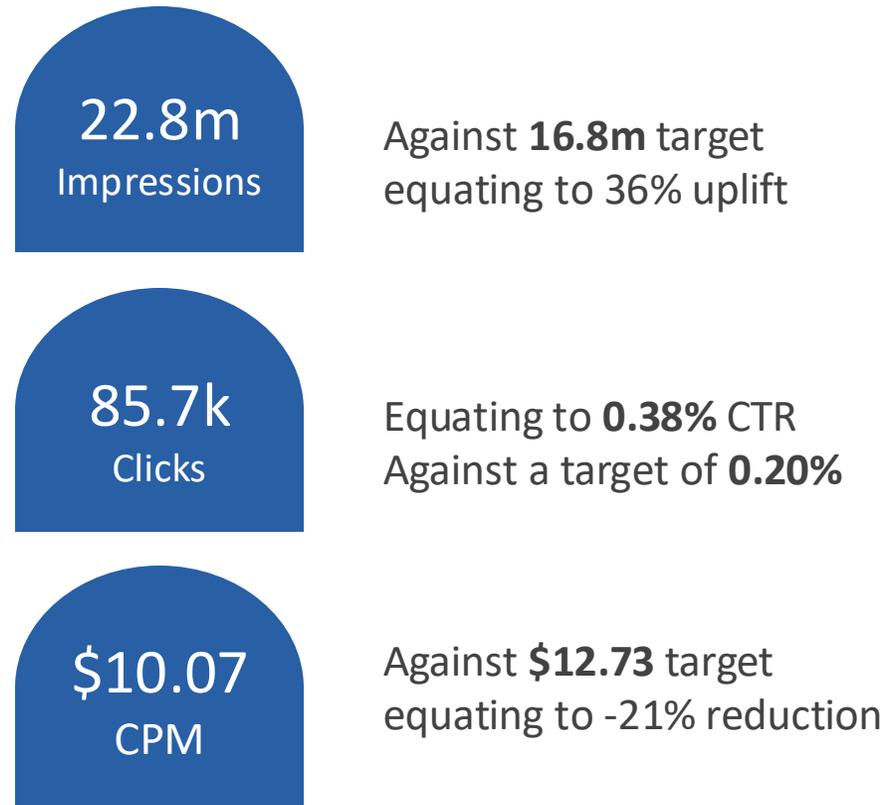
Travel South, Naturally 2.0 delivered a highly successful, video-first campaign that exceeded targets, and strengthened awareness of, and bookings for, the six participating states among UK travelers..

- **High-reaching:** The campaign delivered **20.85m** impressions, against 16.5m target (36%).
- **Cost-effective:** The campaign delivered a lower **\$10 CPM** (against \$12.73 target) and **\$144k added value**, equating to a **per partner ROI of \$1.71 :\$1**.
- **Increased consideration and booking:** despite an otherwise slow pacing for the USA, Trailfinders bookings showed a **1.3% increase**, and the brand survey showed users were **2.5×** more likely to consider the six states as a travel destination.
- **Standout Media:** VOD delivering **+32%** impressions, with an exceptional **83.4% video completion rate** (70% benchmark).

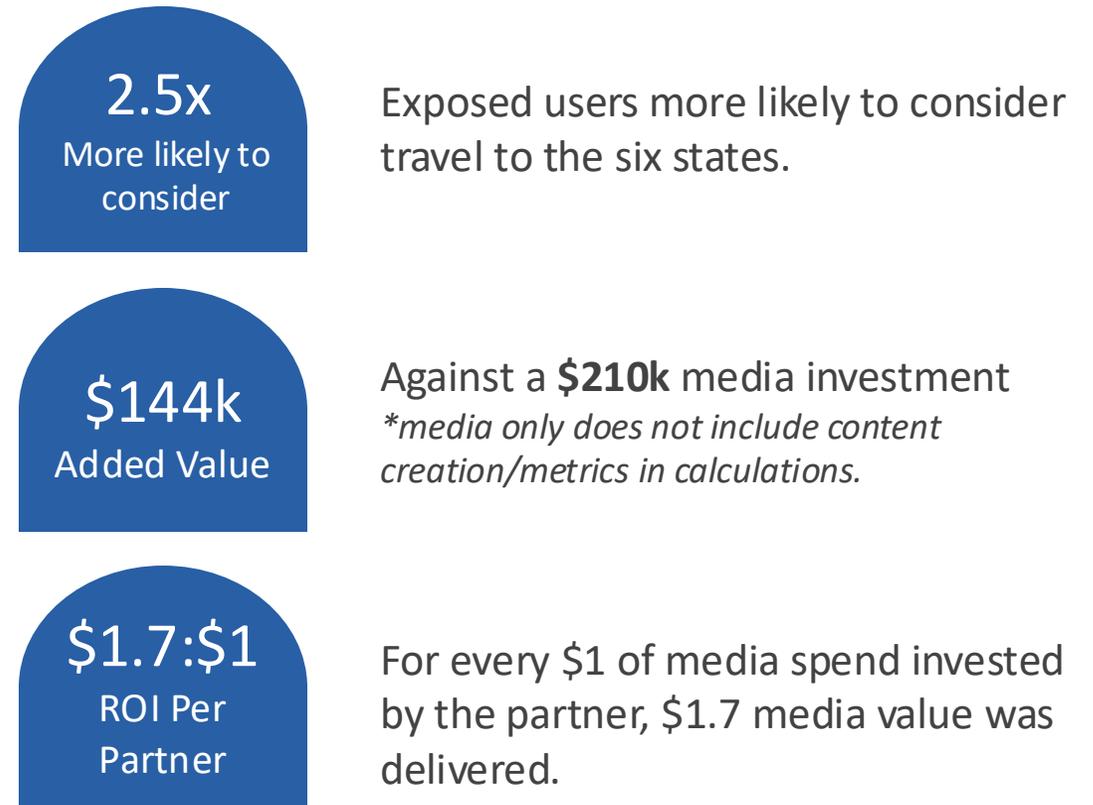


Performance Overview

Performance against Key Metrics:



Additional Results:



Channel and Audience Insights



Meta delivered the highest number of impressions (59% of total), while maintaining excellent 8.19% ER.



Not only did VOD deliver an outstanding VTR at 83.4%, it also drove action, generating most clicks and highest CTR.



Escapism audiences spent almost 3mins reading the published articles, which gave equal SOV to all six partners.



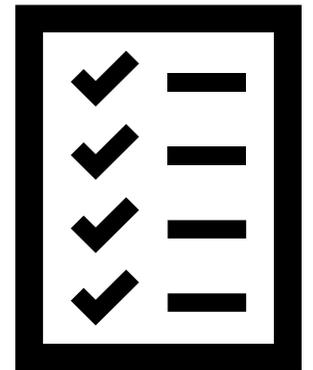
Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

Breakdown Per Channel

Channel/Partner	Target (Impressions)	Delivered (impressions)	Other Key Metrics
Meta	10m	13.5m (+35%)	1.1m Engagements / 8.19% ER
Native Social	3.1m	3.1m	23.2k Clicks / 1.21% CTR 697K Views / 50.08% VTR
VOD	2.6m	3.5m (+32%)	2.9m Views / 83.4% VCR (70% benchmark) 44.6K Clicks / 1.27% CTR (0.20% benchmark)
Escapism	650k	650k	22.2K Total Page Views 2:57 Dwell Time (2:30 benchmark)
Trailfinders	n/a	1.9m	2.1K Clicks / 1.61% CTR 2.7K Page Views 2,811 Room nights
Microsite	n/a	n/a	94k pageviews 6.1k comp entrants / 1.6k opt-ins

Brand Survey Results

- The Brand Lift Study was delivered to users that were exposed to the campaign, as well as those **not** exposed. The unexposed users matched the campaign's target audience, to ensure fair comparison.
- The survey asked questions around:
 - Interest in the destination
 - Future consideration
 - Perception of the destination
 - Familiarity with the destinations
- Respondents were asked to mark their answers on a scale of 1-10, with 1 being lowest and 10 being highest.



Brand Survey Results

1. The campaign reached people genuinely interested in travelling to the six states

Around **50% of exposed users** rated an interest score of **6 out of 10 or more**, showing the campaign successfully engaged people already receptive to travelling to the Southern USA.

2. Exposed users were 2.5× more likely to consider the six states as a travel destination

Nearly half of exposed users said they **would consider** travelling to the Southern USA, delivering one of the **strongest brand lift results in the sector**.

3. The campaign significantly improved perceptions of the six states

Around **1 in 3 exposed users** formed a **positive impression** of the destination, compared to just **1 in 10 among non-exposed audiences**, demonstrating a clear uplift in brand image.

Performance by Media Overall Campaign

In this section, we have included all channel analysis for Travel South only.

Each partner will only receive their own tailored analysis and will not see other destination partner results.



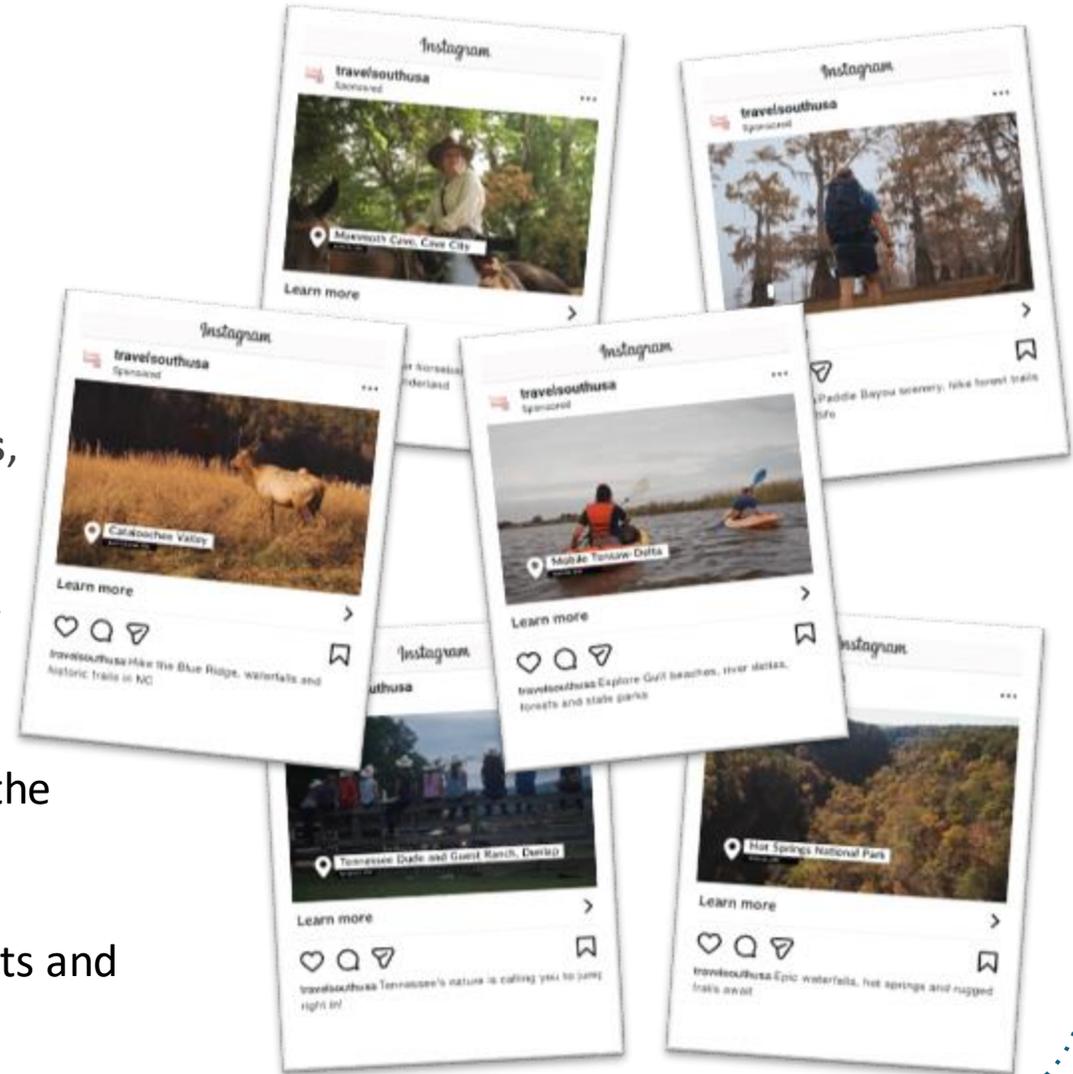
Social Performance

13.5m
Impressions
+35%

1.1m
Engagements
8.19% ER

15.6K
Clicks
0.12% CTR

- Paid social activity ran across **main feed static and video formats**, exceeding the 10m impression target by +3.5m.
- The campaign achieved a total reach of 3.6m, extending visibility across key UK audiences.
- The 55+ audience segment dominated traffic, which aligns with the destination marketing nature of the campaign.
- Facebook Reels placements drove most clicks, above story formats and static grid posts.



Native Display

AD
YOU
LIKE.

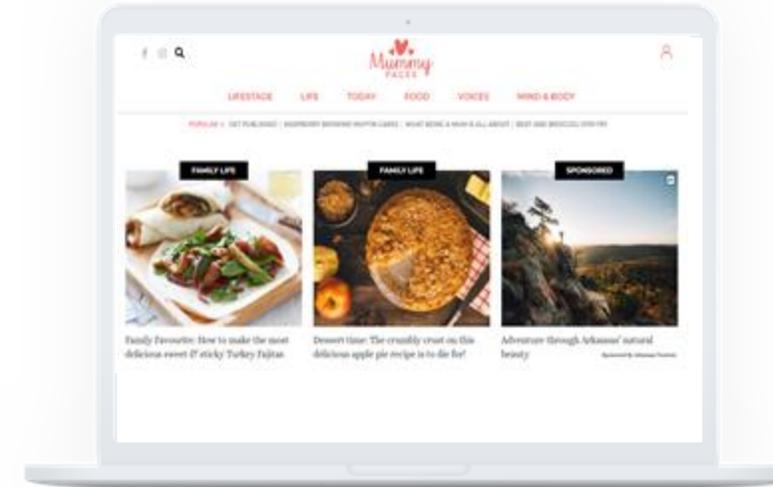
TravelSouth
All Y'all Are Welcome USA

1.7m
Impressions
+3%

21.6K
Clicks

1.21%
CTR

- **Native Display delivered a strong 1.22% CTR**, significantly outperforming the **0.4–0.8% benchmark**.
- Performance indicated **high audience relevance**, with users actively clicking through to Travel South landing pages.
- **Alabama was the standout creative**, with the top-performing creative achieving a **1.45% CTR**.
- Results were strongest on **mobile**, where native placements delivered greater scale and engagement due to increased in-feed visibility.



Outstream Video

1.3m

Impressions
on target

697K

Views

50.08%

VTR



- Outstream video delivered a solid **50.08% VTR**, performing well within the 40–60% benchmark for this format.
- Results confirmed strong creative relevance and audience engagement, with users staying with the video to (or close to) completion.
- **Alabama** was the standout creative, with the top-performing outstream creative achieving a **55% VTR**.
- **Desktop** drove the strongest VTR, reflecting more leaned-in viewing behavior, with top-performing sites including Mumsnet, Daily Mail and Metro delivering both scale and quality engagement.

VOD Performance

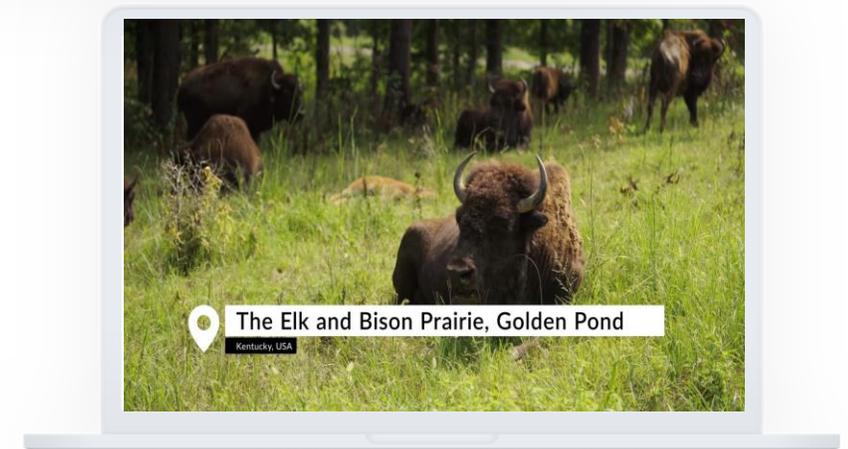
2.9m
Views

83.40%
VCR
70% Benchmark

44K
Clicks

1.27%
CTR
0.20%
Benchmark

- VOD delivered over 2.9m completed views, as well as inspiring action by generating clicks to site.
- Adventure/Nature Travelers and Frequent Travelers were more likely to watch videos to the end with a **VCR of 85%**.
- Cultural Explorers were more inclined to click with a **1.82% CTR** (vs 0.90% and 0.93% for Adventure/Nature Travelers and Frequent Travelers respectively).



VOD Best Performing Creative

479.9K
Views

84.85%
VCR
70% Benchmark

8.9K
Clicks

1.58%
CTR
0.20%
Benchmark

- **Arkansas** was the top-performing VOD creative, delivering a **high completion rate of 84.85%**.
- It also generated **8.9k clicks at 1.58% CTR**, demonstrating strong engagement at scale.
- Performance was driven by a strong opening, clear sense of place and well-paced cinematic storytelling, balancing aspiration with accessibility encouraging viewers to stay with the video and actively click through.



Escapism Performance

22K
Page Views

2 mins 57"
Avg Dwell Time
Benchmark of
2 mins 30"

650K
Impressions

- Escapism published 2 x inspirational articles on Escapism.com:
 - Alabama, Arkansas, Louisiana (11.9k views)
 - Kentucky, North Carolina, Tennessee (10.2k views)
- The articles performed strongly, delivering a combined **22K page views** from **650K impressions**.
- Average dwell time across both articles was **2:57**, exceeding the **2:30 benchmark** and indicating high-quality user engagement.



YOUR GUIDE TO DISCOVERING THE BEST OF THE GREAT OUTDOORS IN ALABAMA, LOUISIANA AND ARKANSAS

Islands, swamps and mountain rivers in these three states, the outdoors isn't a backdrop but the main event. Here's your guide to making the most of it.



By James Whelan and Lisa Horta

PHOTOGRAPH BY JAMES WHELAN AND LISA HORTA

PUBLISHED: THURSDAY 24TH SEPTEMBER 2020

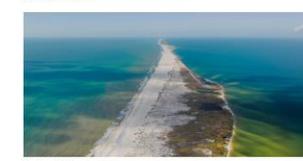
Advertisement

WHEN PEOPLE PICTURE the American South, they often think of jazz, bourbon and barbecue smokes. But what keeps pulling travellers back - and what is still too often overlooked - is its wilderness.

Here, nature has been allowed to stretch itself out in all directions. It shows in the sheer variety: Gulf Coast islands that glow orange at sunset, cathedral-like swamps where the only sound is a heron's wingbeat, forested ridges that crest and dip until your calves complain, and a river that insists on running free, despite every modern instinct to dam and harness it.

If you're the kind of traveller who finds peace in motion - paddling, pedalling, walking, casting - then Alabama, Louisiana and Arkansas are not just stopovers on a southern itinerary: they are the itinerary. These three states share cultural threads, but their landscapes diverge so sharply that moving between them feels like flipping a page in a book of different genres.

ALABAMA
Alabama's outdoors is coastal and cavernous. Dauphin Island is a classic Gulf barrier island: white sand, seabird migration and long sunset sessions for photographers. The Mobile-Tensaw Delta is a wetland labyrinth - glide through its backwater channels by kayak and you may find alligators, bald eagles and channel bends that feel mapped only by local memory.



Dauphin Island

By Fabrice Luce, Florida



OUTDOOR ADVENTURES AWAITS IN TENNESSEE, KENTUCKY AND NORTH CAROLINA

Dust off your hiking boots and pack your raincoats - here's an outdoor first route through waterfall, caverns and mountain waterways



By James Whelan and Lisa Horta

PHOTOGRAPH BY JAMES WHELAN AND LISA HORTA

PUBLISHED: WEDNESDAY 24TH SEPTEMBER 2020

Advertisement

THERE'S A PRACTICAL generosity to good outdoor travel: it's not about ticking off endless landmarks but learning how a place asks you to move. The South's quieter reaches - rimmed lakes, cave mouths, river valleys and ridgelines - don't demand spectacle; they measure attention.

This year, Travel South, National Geographic photographers and filmmakers lens that slow work to follow rivers by canoe, gravel-side quiet lines, and stand where water and rock and sky meet. The point isn't a single photo; it's the compression of small acts - a cast of a fly at first light, the sound of a waterfall from the tree line, the way a cave's entrance changes the feel of a day. Those acts are the reason to go, and you'll notice some of these beautiful pictures below.



Elk watching in Daniel Boone, North Carolina

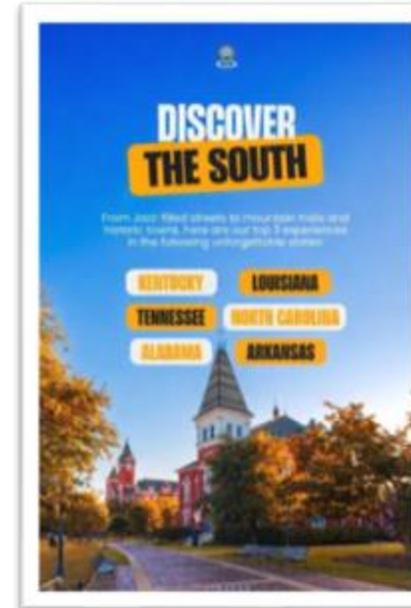
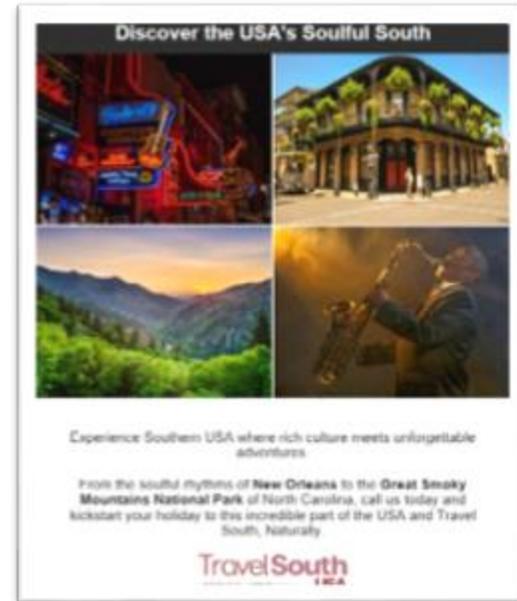
By Mattia La Rosa

Pick any of these three states and you will find landscapes that operate as instruments for clearer thinking. In Tennessee, waterfalls and plateaus give you an interval: a walk that recalibrates speed and a sky that resets what you expect from night. Kentucky's claim is geological patience - caves and reclaimed shorelines where the human scale is modest and useful; here, long rows stretch westward. In North Carolina, the highlands and their woodland drainage invite a different attention: trout streams that require quiet, elk meadows that reward patience, gravel roads that keep you in the rhythm of the land. None of these are "must see" in the catalogue sense; they are devices for doing less and seeing more.

TENNESSEE

Trailfinders Partnership

Trailfinders Deliverables



2x Email Inclusions
Reaching **1M** UK & IR Travellers

1x Solus Email
Sent to high intent clients
Avg open rate of **55%**

1x Social Media Post
73K+ Followers across IG & FB

Dedicated Landing Page
Live for three weeks on **Trailfinders.com**

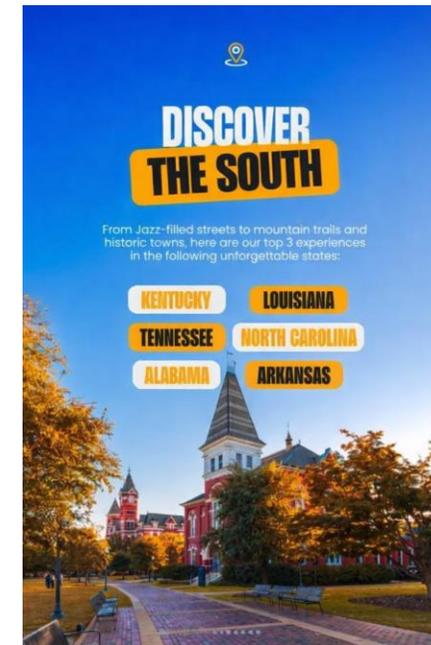
Trailfinders: Performance

1.98m
Impressions

2.7K
Page Views

1.61%
CTR

- Three email activations reached a combined audience of **1.9M recipients**, generating over **2.1K clicks** at an average CTR of **1.61%**.
- Social activity delivered strong visibility, generating **6.8K+ views**.
- The landing page achieved **2.7K visits**, demonstrating clear intent from Trailfinders' travel-ready audience.
- Performance highlights Trailfinders' strength in converting inspiration into action, effectively supporting consideration and booking behavior.



Experience Southern USA

Feel the soulful rhythms of New Orleans and the historic charm of Savannah as Southern USA draws you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips and hidden gems here.

[Read More](#)

Experience Southern USA

From the soulful rhythms of New Orleans to the historic charm of Savannah, Southern USA will draw you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips here.

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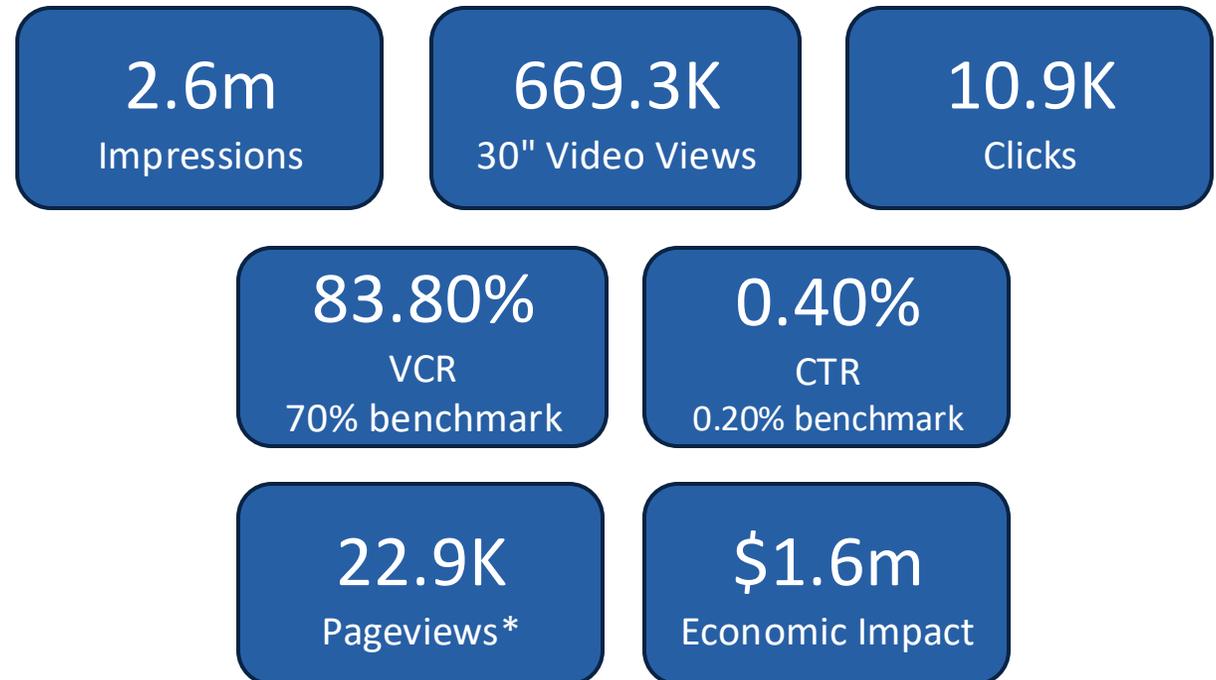
Partner Results

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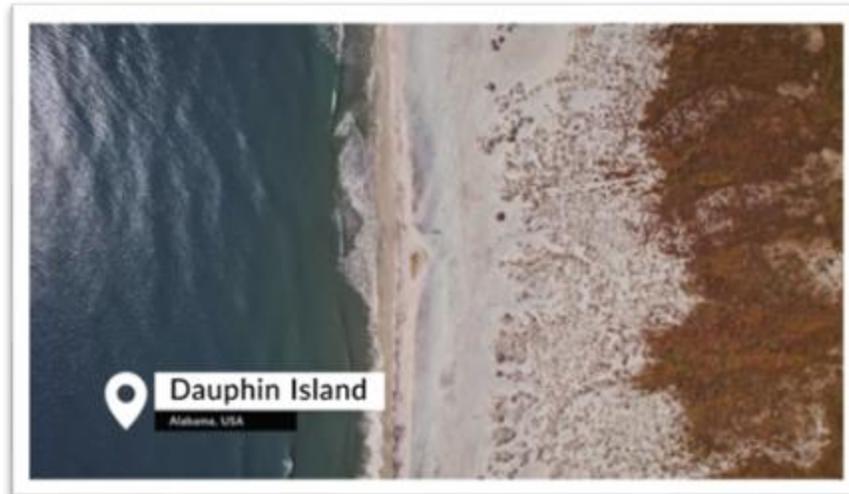
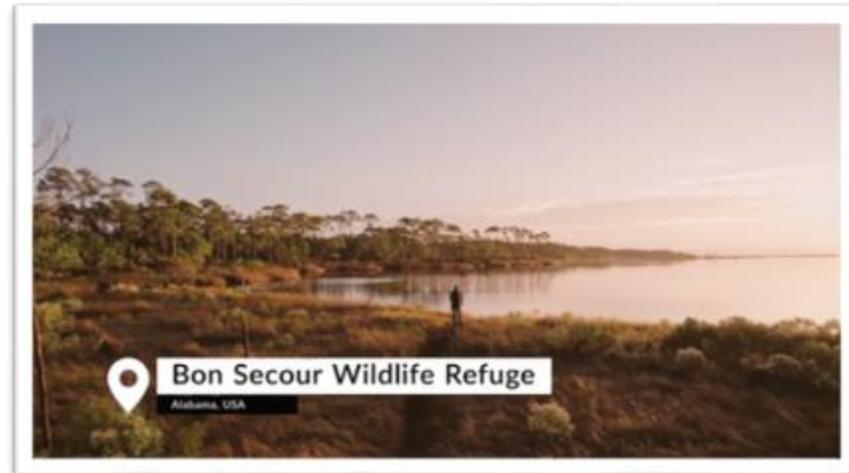
Alabama: Overview

- At **\$35k investment** in media, Alabama were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For each partner, this equates to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Alabama (51) by pax (61) by ave. daily spend (\$529.50; source: globalstatistics.com).

Alabama Results



Alabama: Creative



TRAVEL SOUTH NATURALLY

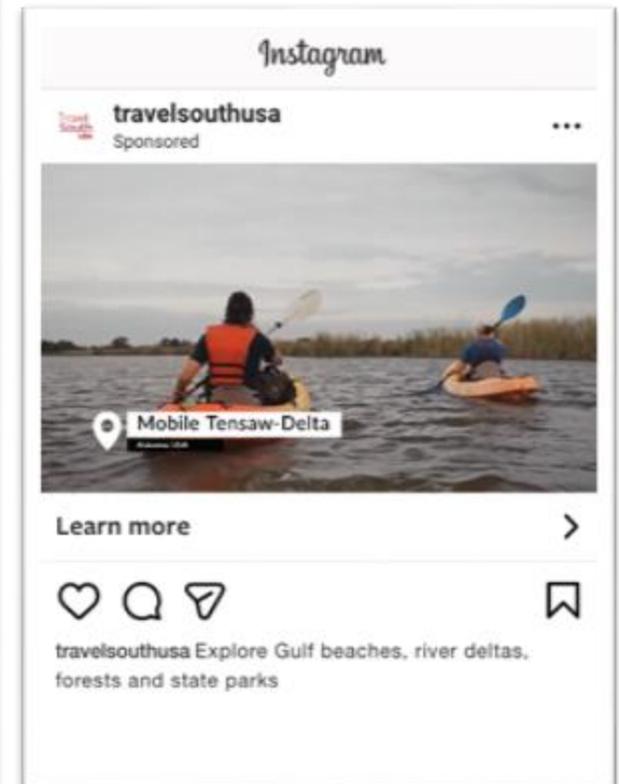
ALABAMA

Bon Secour Wildlife Refuge
Alabama, USA

Take a little further into Sweet Home Alabama and you'll soon learn that "sweet" is an understatement for this southern state. It is, in fact, a jaw-packer, majestic state of historical prowess and legendary activities as well as a truly inspiring, inspiring, and rejuvenating, reimagined in the Muscle Shoals region, now known as the "The 9th Recording Capital of the World," and the state's heart.

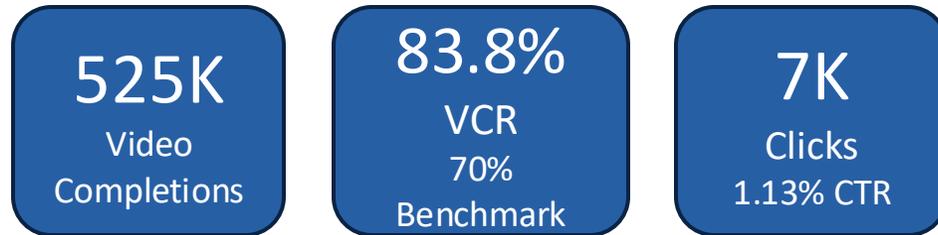
OUTDOORS IN ALABAMA

From the underground caverns to Alabama's South East region to the Gulf in the South, Alabama is a place of endless, natural phenomena. A wildlife enthusiast's paradise, the beauty and opportunities to come up close to some of the world's most endangered species is second to none.

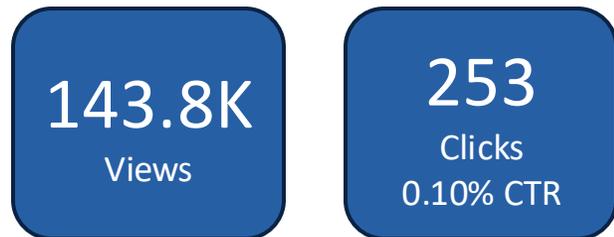


Alabama – Digital Performance

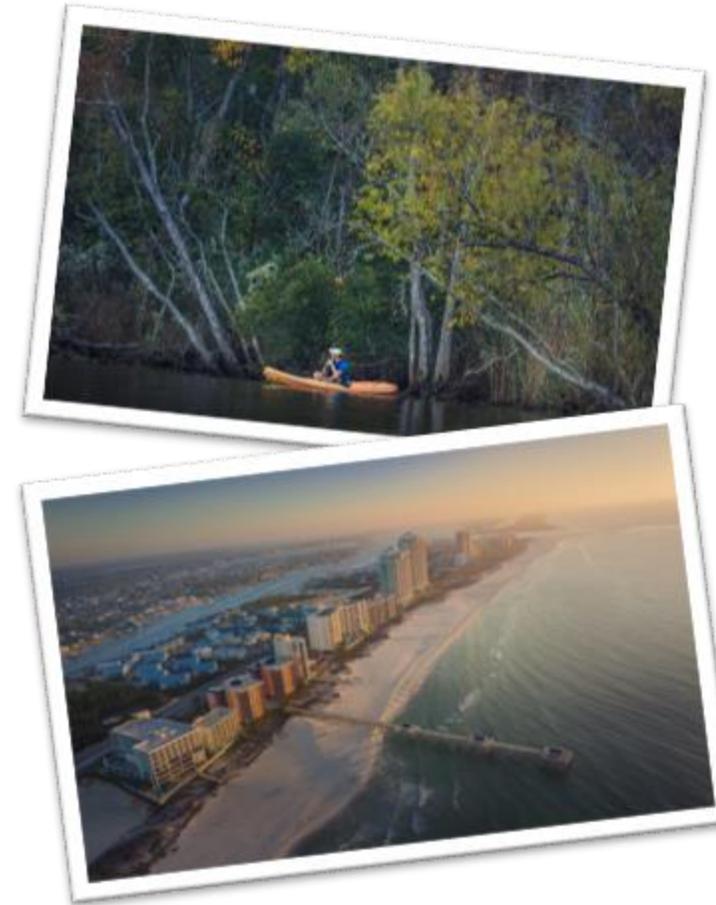
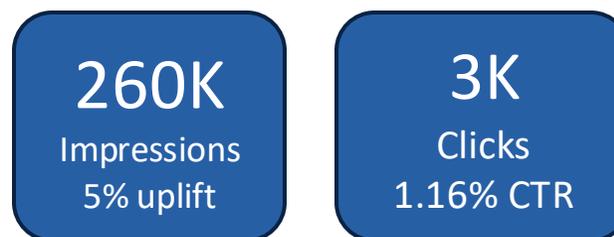
Video-on-Demand 30”:



Outstream:



Native:



Alabama – Social

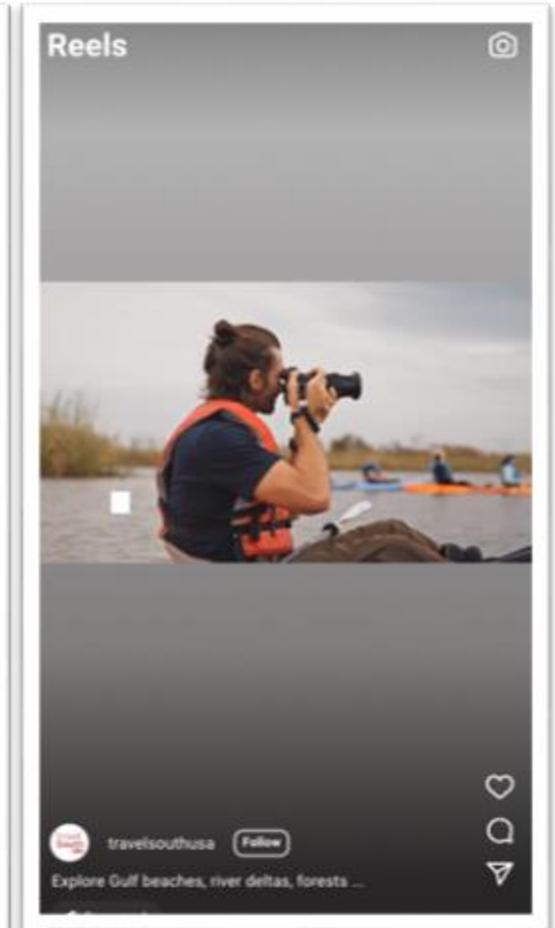
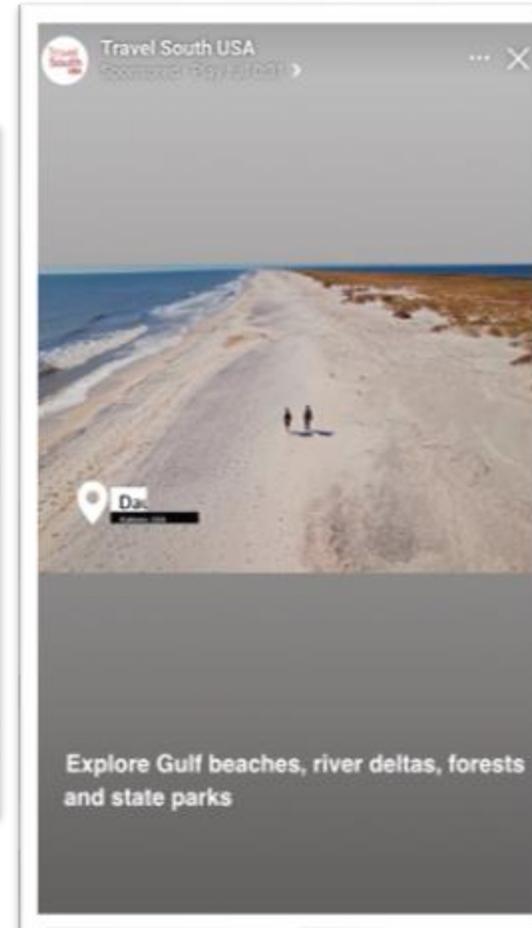
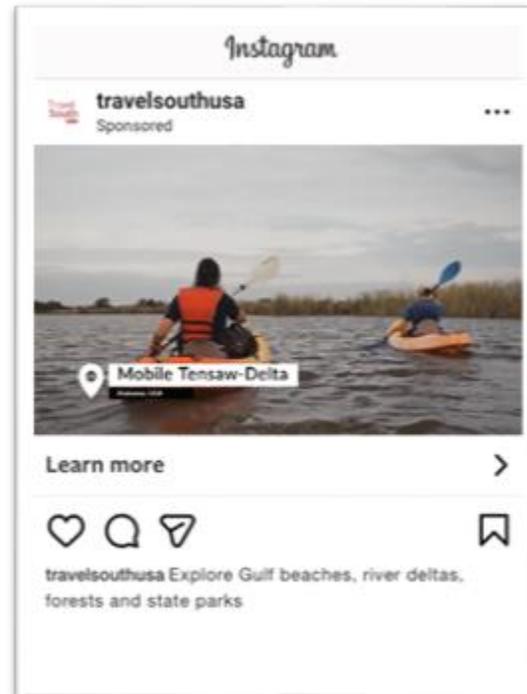
Social:

1.4m
Impressions

569
Clicks
0.04% CTR

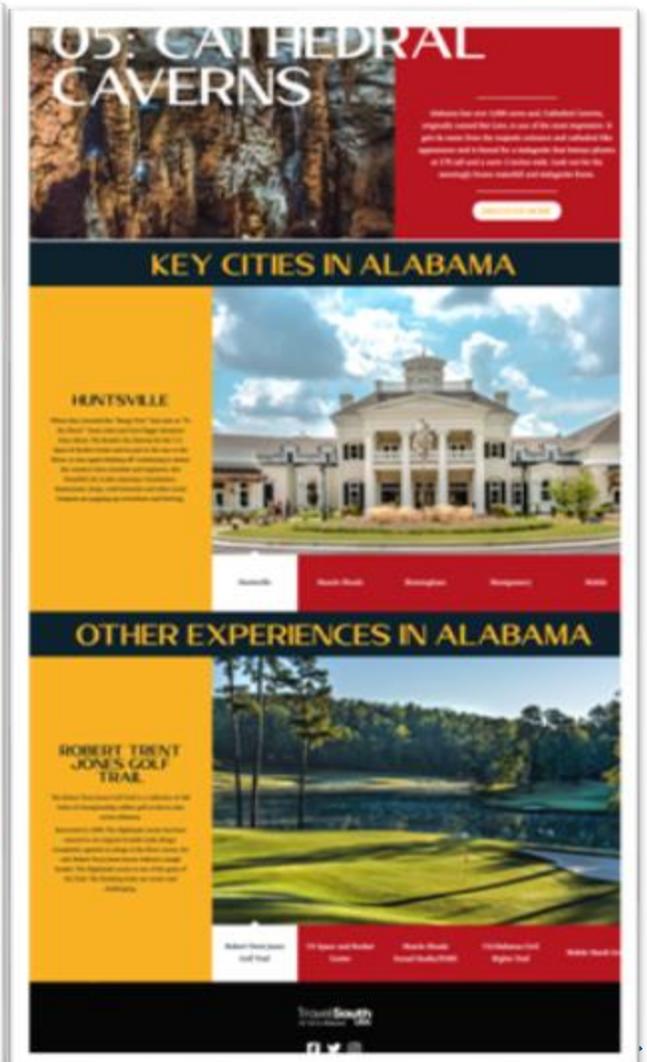
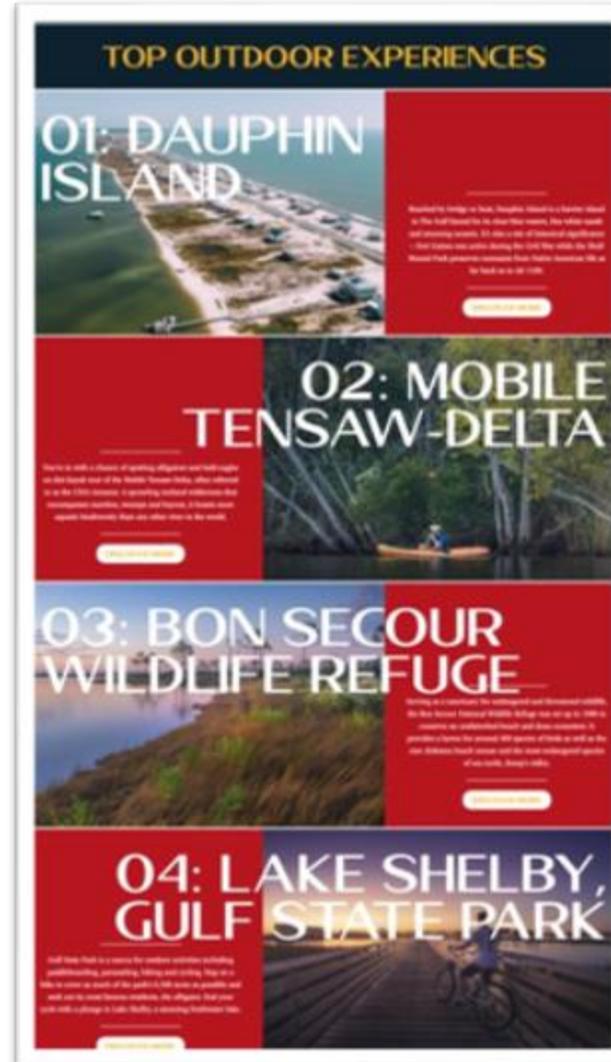
147K
Engagements

170K
Reach



Alabama – Microsite

10.9K
Page Views

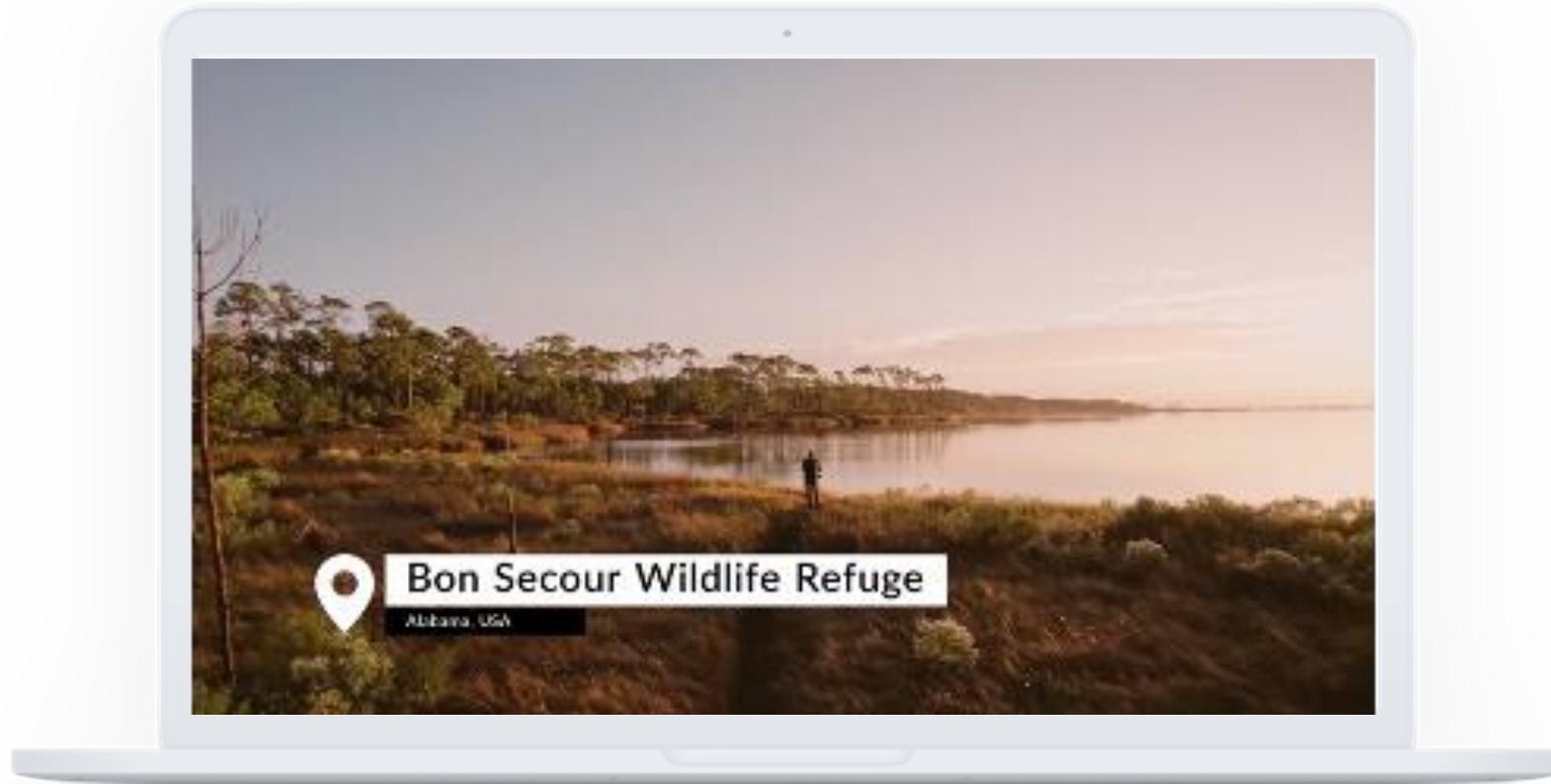


Travel South Naturally 2.0 Proof of Posting

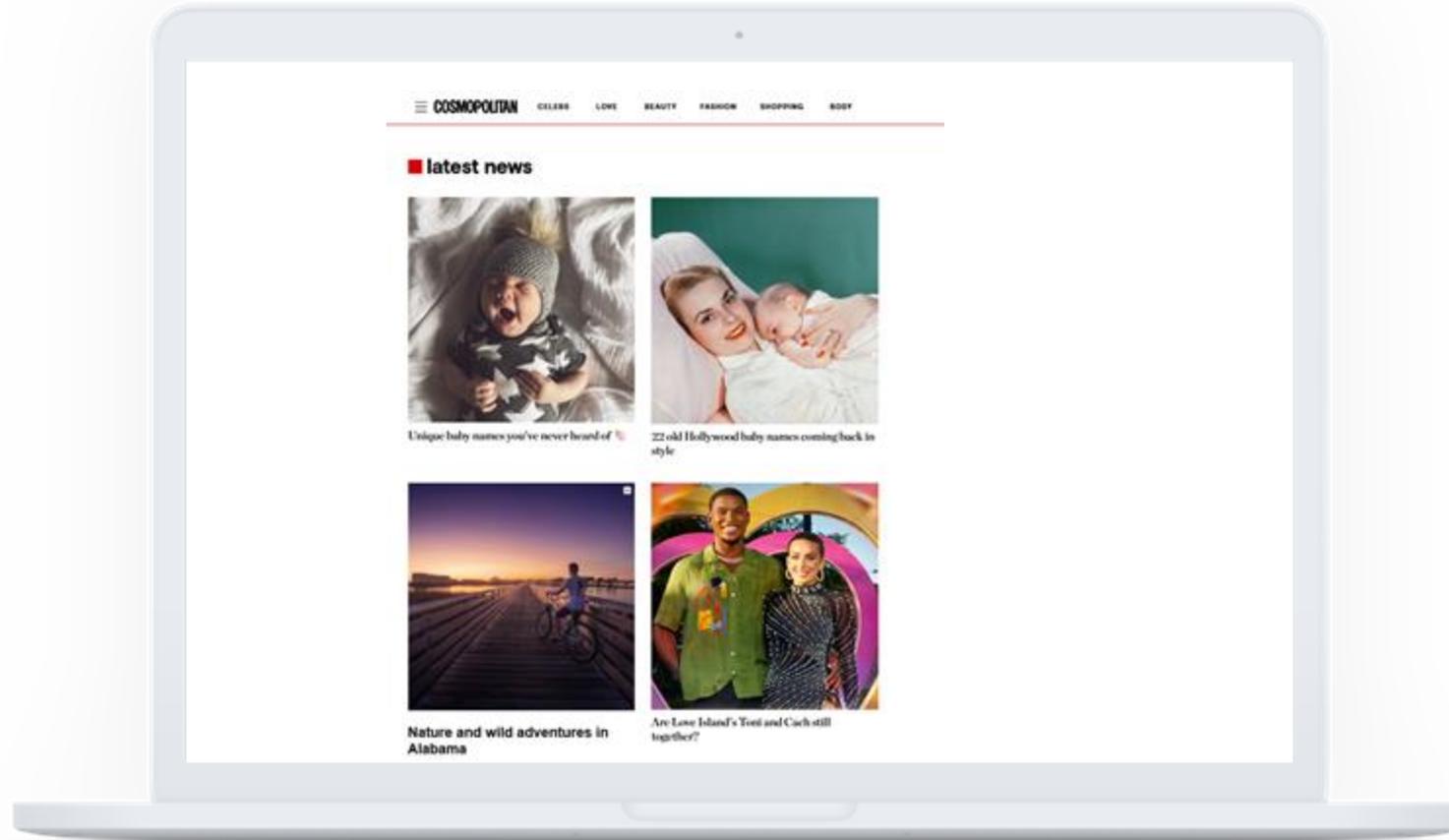
Alabama

Sweet Home
Alabama

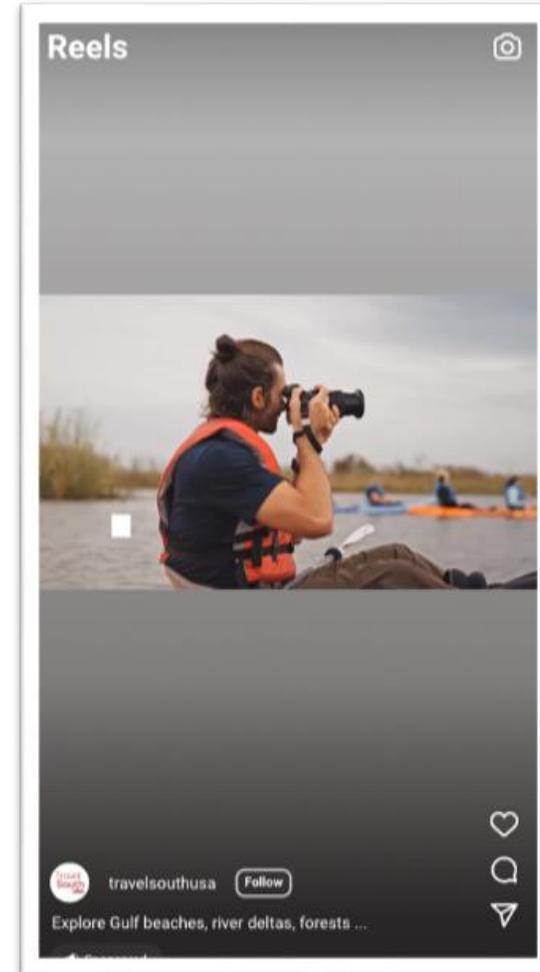
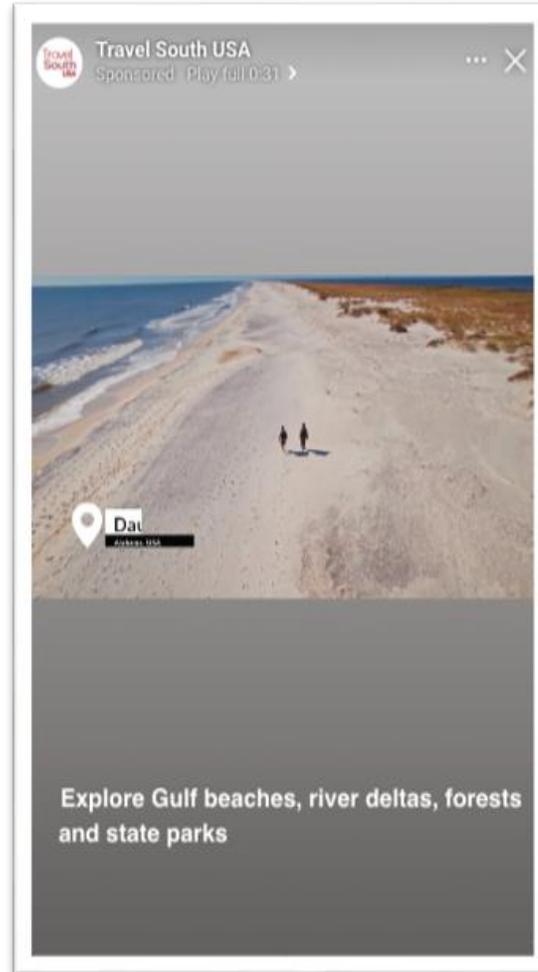
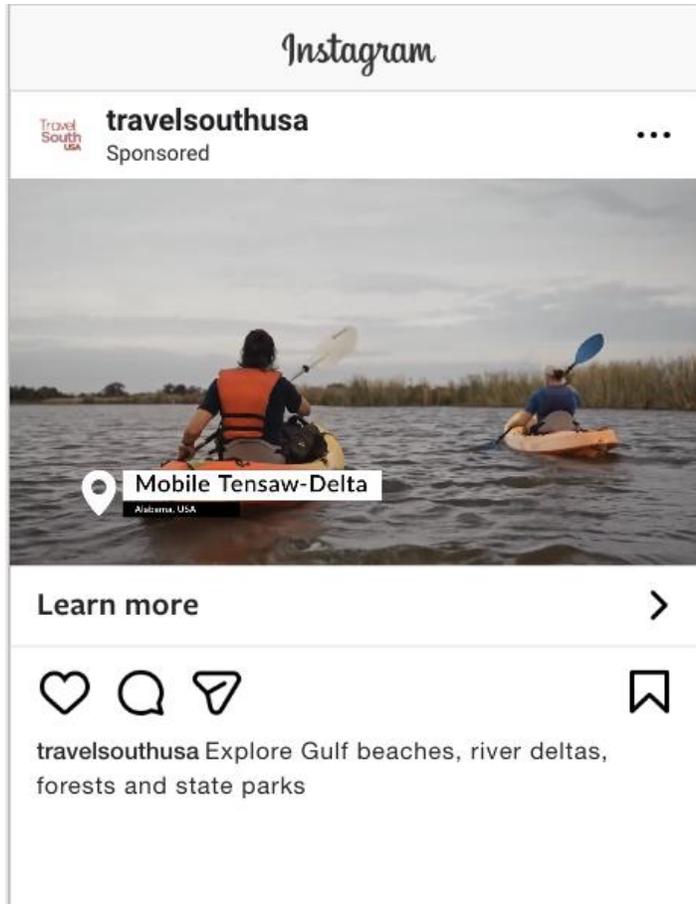
VOD



Native Display



Paid Social



Escapism Article: Alabama, Louisiana and Arkansas



YOUR GUIDE TO DISCOVERING THE BEST OF THE GREAT OUTDOORS IN ALABAMA, LOUISIANA AND ARKANSAS

Islands, swamps and mountain rivers: in these three states, the outdoors isn't a backdrop but the main event. Here's your guide to making the most of it



Bon Secour Wildlife Refuge © James Norbury and Guy Devine

PUBLISHED: TUESDAY 14TH SEPTEMBER 2023

Advertisement

WHEN PEOPLE PICTURE the American South, they often think of jazz, bourbon and barbecue smoke. But what keeps pulling travellers back – and what is still too often overlooked – is its wilderness.

Here, nature has been allowed to stretch itself out in all directions. It shows in the sheer variety: Gulf Coast islands that glow orange at sunset, cathedral-like swamps where the only sound is a heron's wingbeat, forested ridges that crest and dip until your calves complain, and a river that insists on running free, despite every modern instinct to dam and harness it.

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ALABAMA
Alabama's outdoors is coastal and cavernous. Dauphin Island is a classic Gulf barrier island: white sand, seabird migration and long sunset sessions for photographers. The Mobile-Tensaw Delta is a wetland labyrinth – glide through its backwater channels by kayak and you may find alligators, bald eagles and channel bends that feel mapped only by local memory.



Dauphin Island © Federico Perla

Bon Secour National Wildlife Refuge protects dune, beach and nesting habitat and is a quiet, family-friendly way to sample Gulf ecology; Gulf State Park's Lake Shelby gives freshwater contrast with bike trails and paddle options. Inland, Cathedral Caverns is an underground spectacle with a cathedral-scale entrance and the unusually slim, towering stalagmite that makes the cavern unforgettable – it's a reminder that Alabama's wildness runs both above and below the surf.

LOUISIANA

Louisiana's outdoors is watery and musical – the Atchafalaya Basin, the country's largest wetland, is a place to canoe among cypress knees while learning the slow logic of river time. The Natchitoches Nature Center and Lake Pontchartrain provide accessible birding and shoreline paddles close to metropolitan New Orleans; at Lake Pontchartrain you can find fishing charters and broad estuarine landscapes worth a day trip.



Kayaking on Atchafalaya Swamp © James Norbury and Guy Devine

Kiactchie National Forest offers a different pace: longleaf pines, interpretative trails and viewpoints such as Longleaf Vista for a bird's-eye view of the forest. Drive the Flyway Byway at migration season and the skies fill – the right way to understand Louisiana's entwined nature and culture.

ARKANSAS

Arkansas is elemental: thermal springs, clear lakes and limestone bluffs. Hot Springs National Park combines a historic bathhouse town with nearby hiking and mountain-tower vistas; it's a tidy primer in how human and geological histories overlap.



Lake Ouachita © Federico Perla

Lake Ouachita's broad water is perfect for boat days and quiet fishing, while Petit Jean State Park rewards walkers with dramatic overlooks and layered sandstone scenery. Pinnacle Mountain is a short climb with big returns – compact but panoramic – and the Buffalo National River remains one of America's best float and paddle rivers, edged by bluffs that read like pages of geological time.

For anyone after uncomplicated outdoors – good trails, reliable water and straightforward logistics – Arkansas delivers.

Book your tailor-made holiday with Trailfinders; plan routes and guides at travelsouthnaturally.com



Microsite - Homepage

HOME DISCOVER THE SIX STATES GETTING HERE WIN A TRIP

TRAVEL SOUTH NATURALLY

"It's so much more than the landscapes, it's the people... they make the want to stay here and experience every single aspect of life here." -Annela Le Brun, Photographer

By boat and canoe, gravel-bike and foot, five influential photographers traversed the varied tracks and trails of six Southern U.S. states, capturing life along the way.

TRAVEL SOUTH
NATURALLY
with

001 / 021

ALABAMA
Tupelo Island, Alabama

ARKANSAS
Pitt River State Park, Arkansas

KENTUCKY
Cumberland Falls State Park, Kentucky

LOUISIANA
Bayou State Park, Louisiana

NORTH CAROLINA
The Great Smoky Mountains National Park, North Carolina

TENNESSEE
Bryans Falls State Park, Tennessee

WIN A TRIP FOR TWO!

Travel South USA and their partners have teamed up to offer you the chance of winning an amazing trip for two. The winner, and their lucky plus one, will be flown to a State of their choice (Tennessee, North Carolina, Alabama, Louisiana or Arkansas), to experience some of the most world-famous outdoor experiences. Prize includes return flights and 5 nights accommodation. Simply answer the following question and fill out your details for your chance to win.

Which activities can you experience in the Southern US States?

Canoeing
Mountain Biking
Fishing
All three and more!

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Email Address

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OUR TRAVEL SOUTH JOURNEY

Taking in the states of Alabama, Arkansas, Kentucky, Louisiana and North Carolina, the photographers completed the wonders of this outdoor playground. From the sandy beaches of the coastal states to the Great Smoky Mountains inland, what they found at the heart was the warmth of a people, ready to welcome any adventurer passing through.

OUR INFLUENCER TEAM

AMELIA LE BRUN

Amelia's photography is characterized by stunning moments of dappled light, portraits that capture the wilderness of her subject and warm tones that perfectly reflect Southern hospitality.

"They are showing us their backyard, and the passion and the love and the excitement that is just pouring out of them elevates the experience."

@amelialebrun

AMY SHORE

Normally found shooting canoes and motorcycles, Nikon Ambassador Amy turned her camera to the golden-hood wilderness of the Southern States, capturing moments such as a lone elk or vintage truck, with her usual outdoors and attention-to-detail.

"It's definitely somewhere that, I think, everybody needs to go at least once in their life!"

@amysshorephotography

JAMES NORBURY

Along with Guy, James is co-founder of production house, Delta Fish. Their photography journal from the trip is infused with great aerial shots, moody landscapes and thoughtful portraits.

"Without a doubt, one of the most memorable moments of the entire trip was fishing on Lake Pinckney... sunset, fishing, kicking back."

@jamesnorbury_

FEDERICO PENTA

Italian photographer, Federico, captures a brief of detail in his landscape photography that pushes the boundaries far beyond the possibilities of the naked eye. Check out the exquisitely captured vistas of Louisiana swampland.

"I loved Douglas Island because it is such a unique spot of land... I have seen, for the very first time, an alligator!"

@penta

GUY DAVIES

Guy took a break from producing award-winning films with childhood friend, James, to photograph stunning Southern sunsets and crystal-clear reflections.

"We went to the Atholville River (Louisiana)... the oxygen level in the water we did canoeing, there's just so much wildlife and things that you don't see anywhere else on the planet"

@guydavies

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Microsite - Alabama

HOME DISCOVER THE SIX STATES TRAVEL SOUTH NATURALLY GETTING HERE WIN A TRIP

ALABAMA



Bon Secour Wildlife Refuge
Alabama, USA

Delve a little further into Sweet Home Alabama and you'll soon learn that 'sweet' is an understatement for this southern State. It is, in fact, a jam-packed, vivacious state of historical pioneers and legendary activists as well as a lively, outpouring of music and entertainment, exemplified in the Muscle Shoals region, once known as the "The Hit Recording Capital of the World", and Mobile's Mardi Gras.



OUTDOORS IN ALABAMA

From the underground caverns in Alabama's North East region to The Gulf in the South, Alabama is a place of wondrous, natural phenomena. A wildlife enthusiast's paradise, the biodiversity and opportunity to come up close to some of the world's most endangered species is second-to-none.

TOP OUTDOOR EXPERIENCES

01: DAUPHIN ISLAND



Reached by bridge or boat, Dauphin Island is a barrier island in The Gulf famed for its clear blue waters, fine white sands and stunning sunsets. It's also a site of historical significance -- Fort Gaines was active during the Civil War while the Shell Mound Park preserves remnants from Native American life as far back as in AD 1100.

[DISCOVER MORE](#)

02: MOBILE TENSAW-DELTA



You're in with a chance of spotting alligators and bald eagles on this kayak tour of the Mobile-Tensaw-Delta, often referred to as the US's Amazon. A sprawling wetland wilderness that encompasses marshes, swamps and bays, it boasts more aquatic biodiversity than any other river in the world.

[DISCOVER MORE](#)

03: BON SECOUR WILDLIFE REFUGE



Serving as a sanctuary for endangered and threatened wildlife, the Bon Secour National Wildlife Refuge was set up in 1960 to conserve an undisturbed beach and dune ecosystem. It provides a haven for around 400 species of birds as well as the rare Alabama beach mouse and the most endangered species of sea turtle, Kemp's ridley.

[DISCOVER MORE](#)

04: LAKE SHELBY, GULF STATE PARK



Gulf State Park is a mecca for outdoor activities including paddleboarding, parasailing, hiking and cycling. Hop on a bike to cover as much of the park's 6,500 acres as possible and seek out its most famous residents, the alligators. End your cycle with a plunge in Lake Shelby, a stunning freshwater lake.

[DISCOVER MORE](#)

05: CATHEDRAL CAVERNS



Alabama has over 4,000 caves and, Cathedral Caverns, originally named Hat Cave, is one of the most impressive. It gets its name from the majestic entrance and cathedral-like appearance and is famed for a stalagmite that betrays physics at 27ft tall and a mere 3 inches wide. Look out for the seemingly frozen waterfall and stalagmite forest.

[DISCOVER MORE](#)

KEY CITIES IN ALABAMA

HUNTSVILLE

When they invented the "Bang Film" that used as "the heart" some cities just have bigger brains than others. The Rocket City, famous for the U.S. Space & Rocket Center and its part in the race to the Moon, is more open to many of America's oldest and the country's best scientists and engineers, this beautiful city is also enjoying a renaissance. Restaurants, shops, craft breweries and other social hotspots are popping up everywhere and thriving.



Huntsville Muscle Shoals Birmingham Montgomery Mobile

OTHER EXPERIENCES IN ALABAMA

ROBERT TRENT JONES GOLF TRAIL

The Robert Trent Jones Golf Trail is a collection of 16 golf courses in Alabama.

Reopened in 2016, The Highlands course has been restored to its original Scottish Links design. Completely opposite in design to the other courses, the only Robert Trent Jones course without a single bunker. The Highlands course is one of the gems of the Trail. The bunkering holes are severe and challenging.



Robert Trent Jones Golf Trail US Space and Rocket Centre Muscle Shoals Sound Studio Y&ME US/Alabama Civil Rights Trail Mobile Mardi Gras

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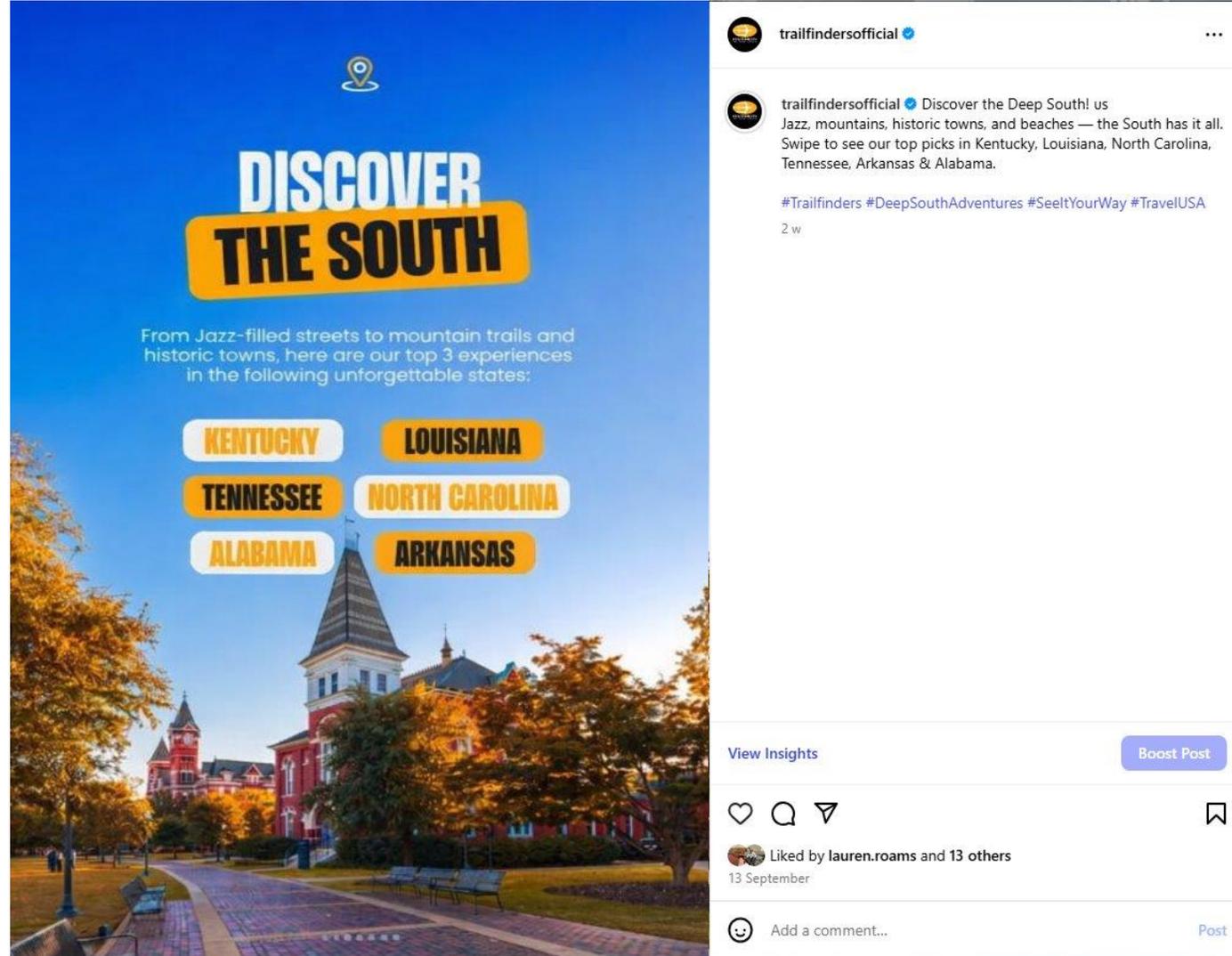
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Trailfinders

Social Media



The image shows an Instagram post from the account 'trailfindersofficial'. The main visual is a graphic with a blue background and a yellow location pin icon at the top. The text 'DISCOVER THE SOUTH' is prominently displayed in white and black on a yellow banner. Below this, a paragraph reads: 'From Jazz-filled streets to mountain trails and historic towns, here are our top 3 experiences in the following unforgettable states:'. Six state names are listed in yellow boxes: KENTUCKY, LOUISIANA, TENNESSEE, NORTH CAROLINA, ALABAMA, and ARKANSAS. The background of the graphic is a photograph of a large, red, historic building with a prominent steeple, surrounded by trees and a paved walkway. The Instagram interface shows the post was made 2 weeks ago, includes hashtags #Trailfinders, #DeepSouthAdventures, #SeeltYourWay, and #TravelUSA, and has been liked by 'lauren.roams and 13 others' on September 13th.

trailfindersofficial

trailfindersofficial Discover the Deep South! us Jazz, mountains, historic towns, and beaches — the South has it all. Swipe to see our top picks in Kentucky, Louisiana, North Carolina, Tennessee, Arkansas & Alabama.

#Trailfinders #DeepSouthAdventures #SeeltYourWay #TravelUSA

2 w

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Liked by lauren.roams and 13 others

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GETTING HERE

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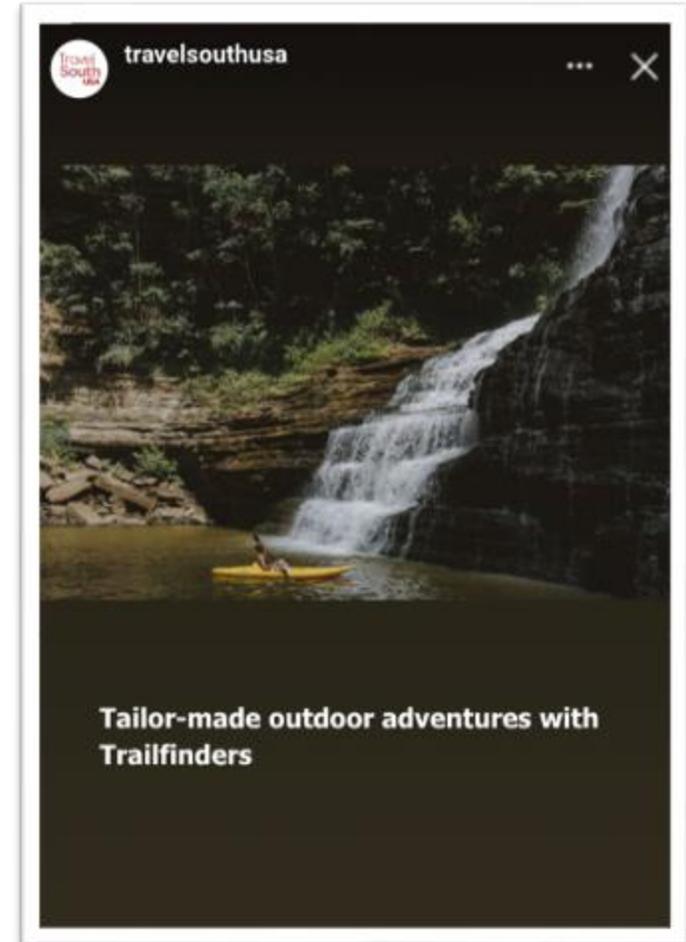
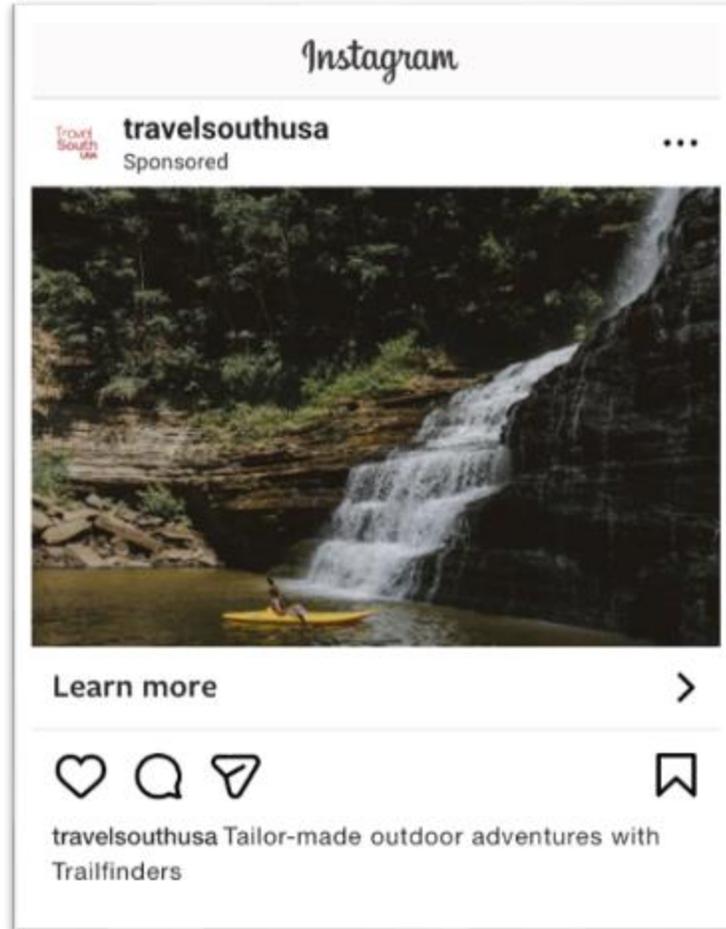
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