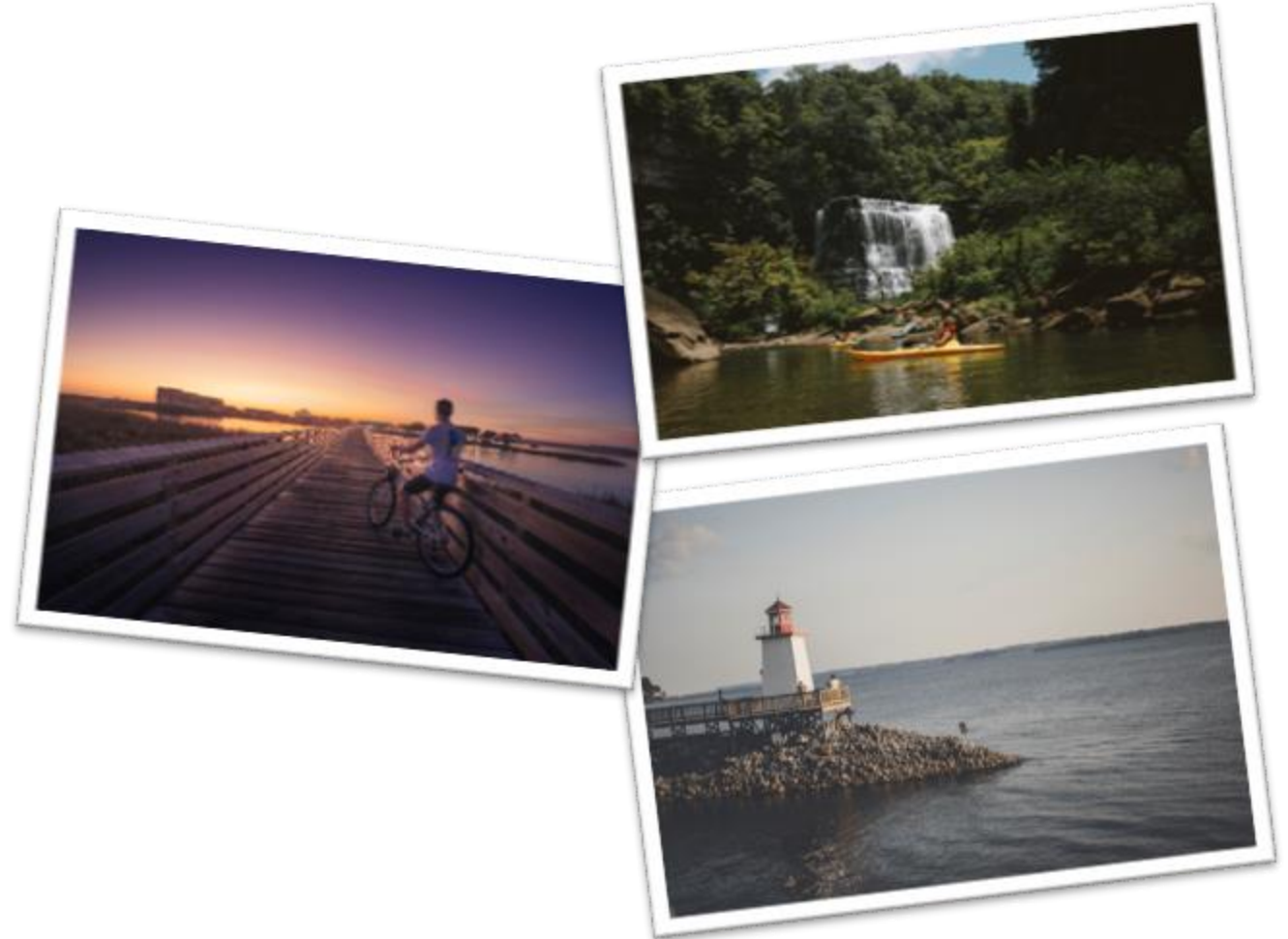


# Travel South, Naturally 2.0 Post Campaign Analysis

January 6th , 2025

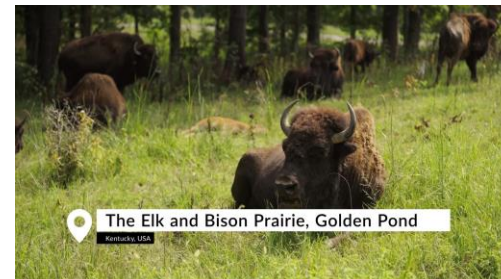
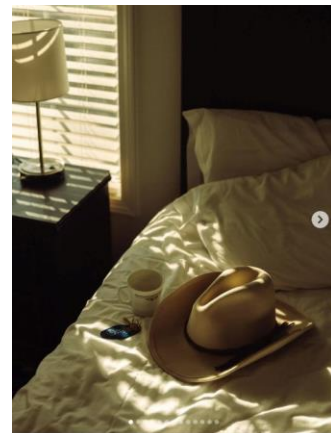
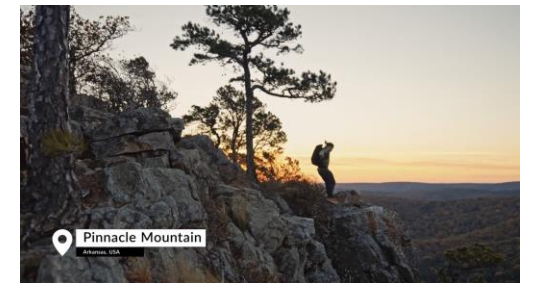
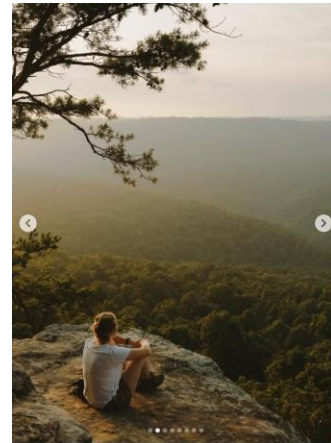
# Contents

- Campaign Background
- Campaign Overall Performance
- Content Creation Performance
- Performance by Media: Overall Campaign
- Trailfinders Partnership
- Partner Results



# 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

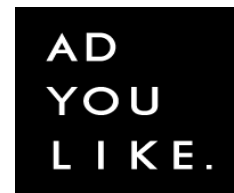
For 2025, *Travel South, Naturally* campaign content was distributed across:

## 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](http://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



TravelSouth  
All Y'all Are Welcome USA



# Campaign: Overall Performance

# Executive Summary

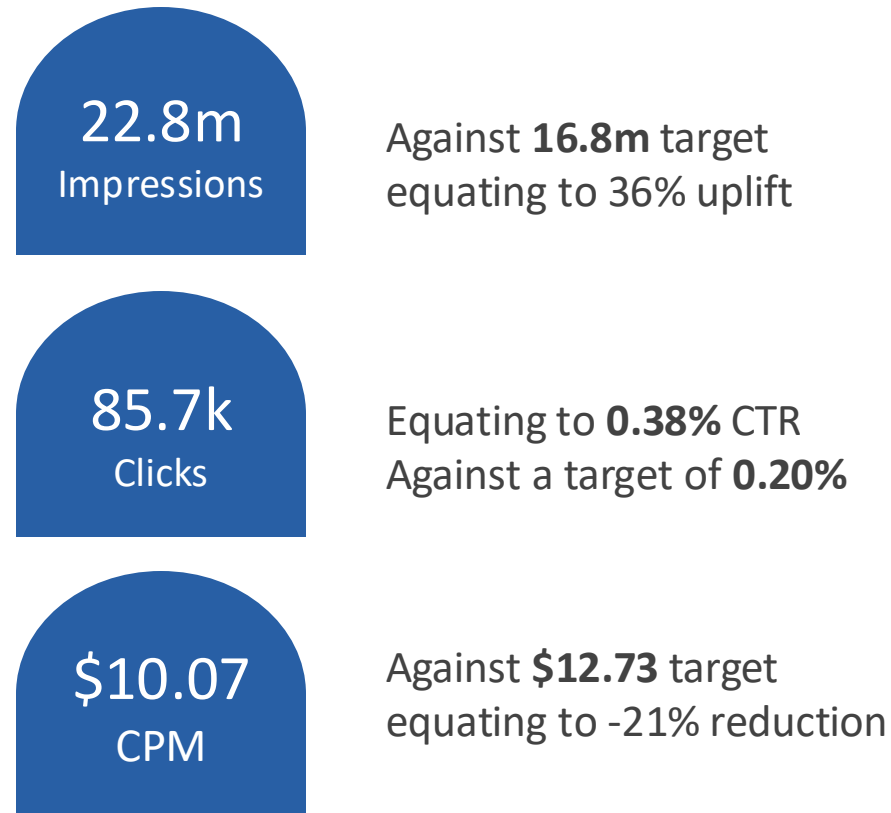
*Travel South, Naturally 2.0* delivered a highly successful, video-first campaign that exceeded targets, and strengthened awareness of, and bookings for, the six participating states among UK travelers..

- **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).

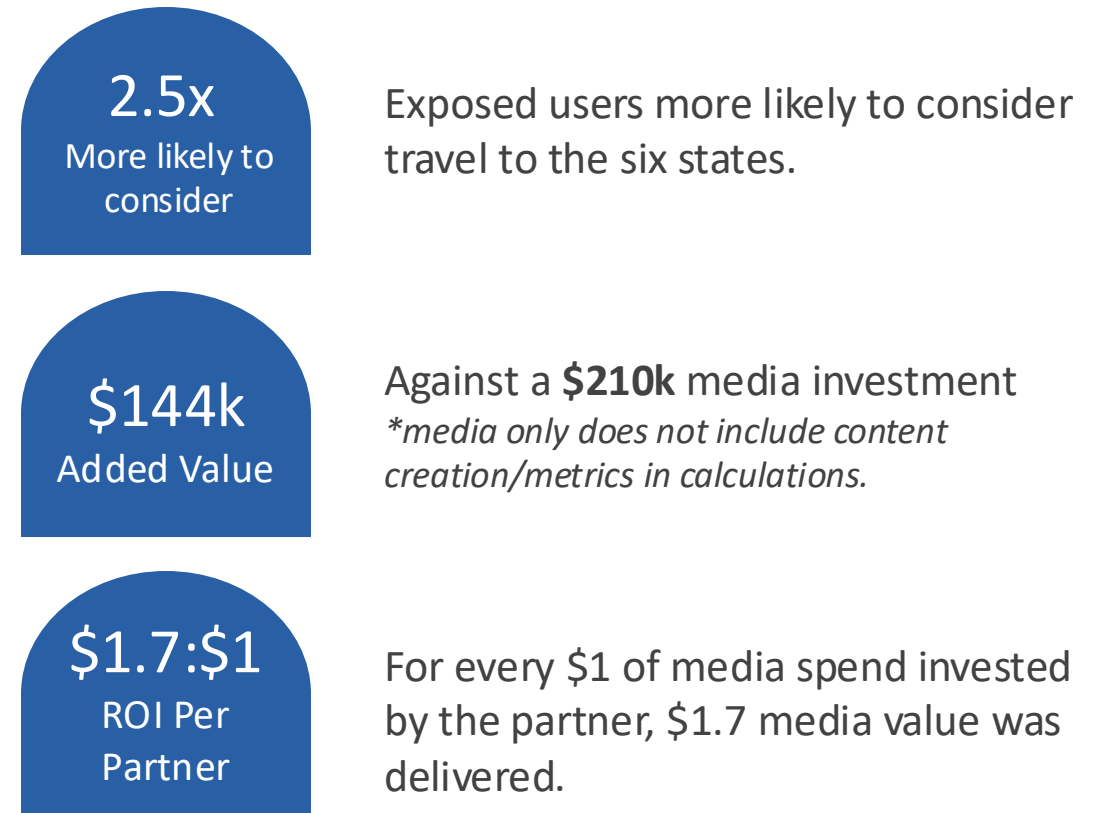


# Performance Overview

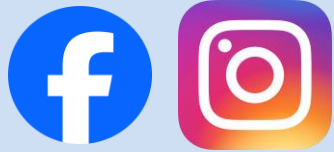
## Performance against Key Metrics:



## Additional Results:



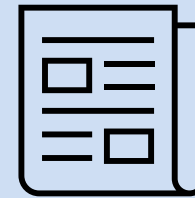
# Channel and Audience Insights



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.



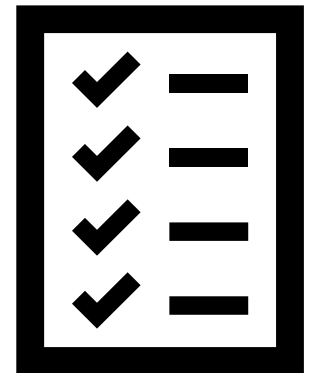
Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

# 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.*



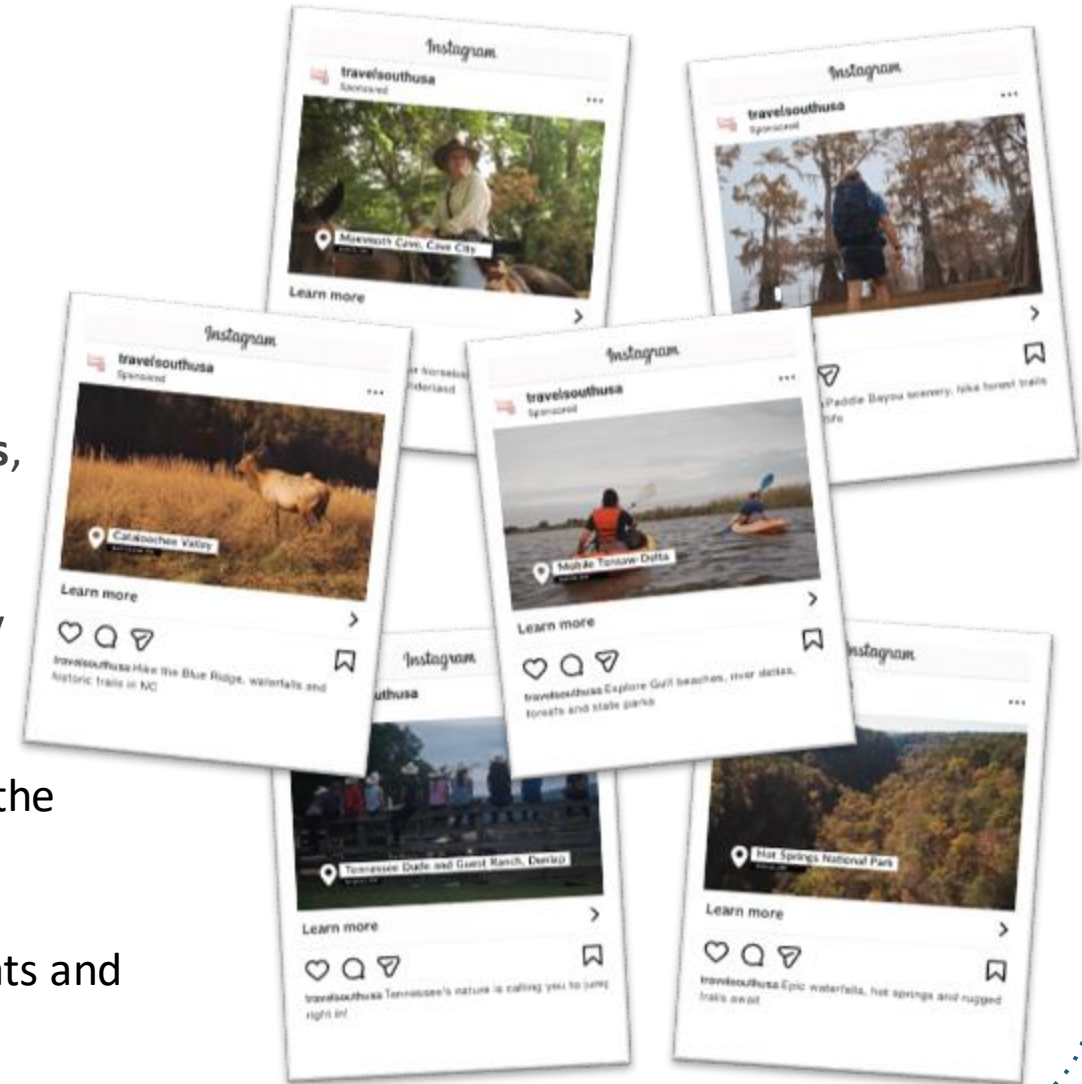
# Social Performance

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.

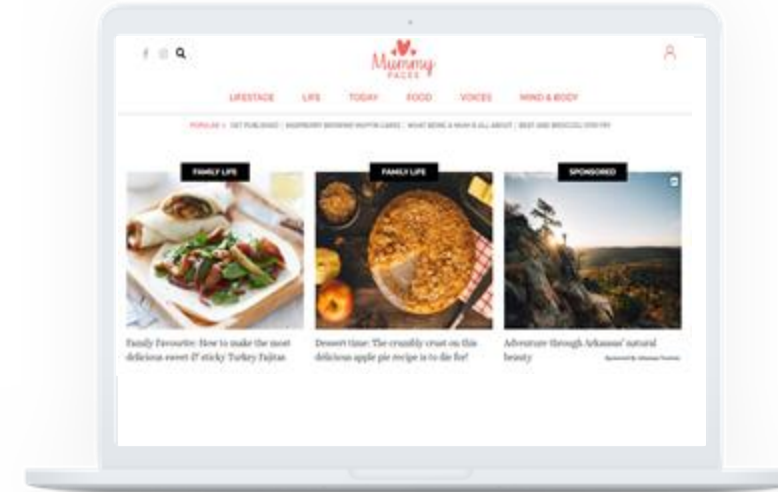
TravelSouth  
All Y'all Are Welcome USA

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

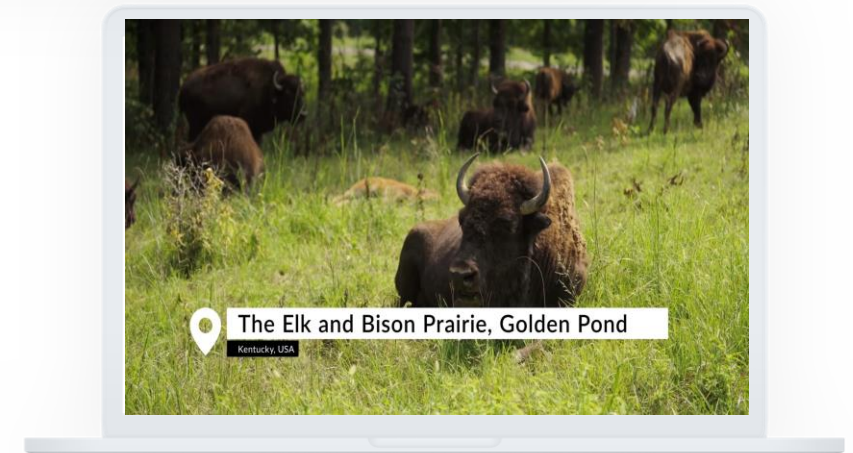
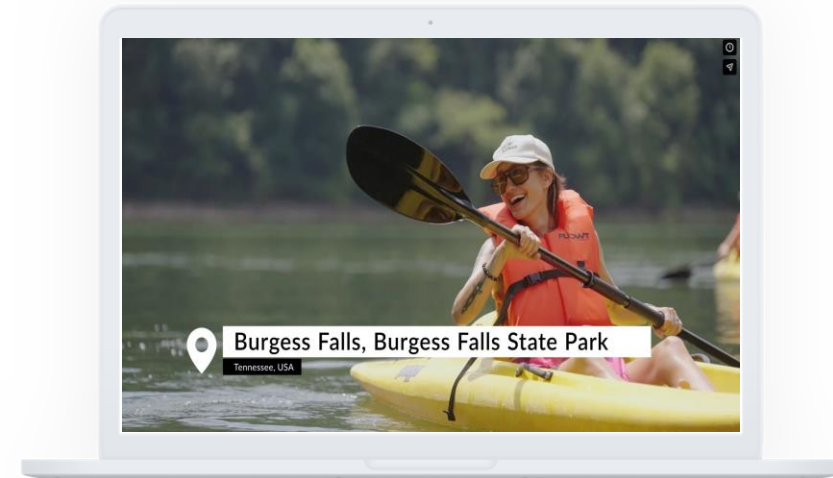
2.9m  
Views

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

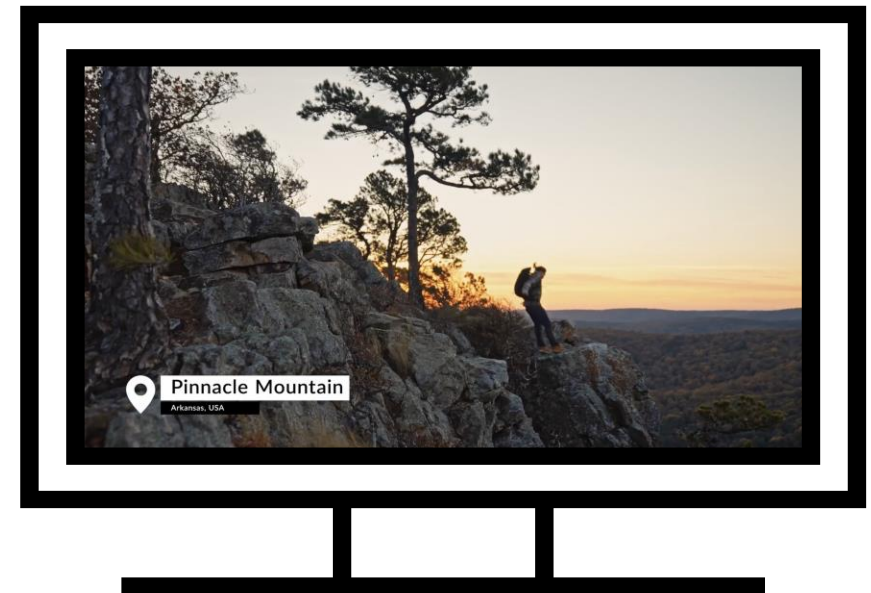
479.9K  
Views

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.



Bob Beemer, WILDLIFE, SHUTTER

© James Whitely and The Media

PUBLISHED: THURSDAY 24TH SEPTEMBER 2020

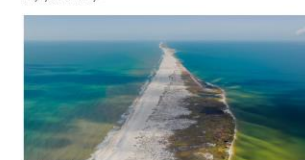
Advertisement

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.

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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 Perini



## 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



Gregory Shaker Park, North Carolina

© Mattia La Rosa

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-ride 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

© 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**

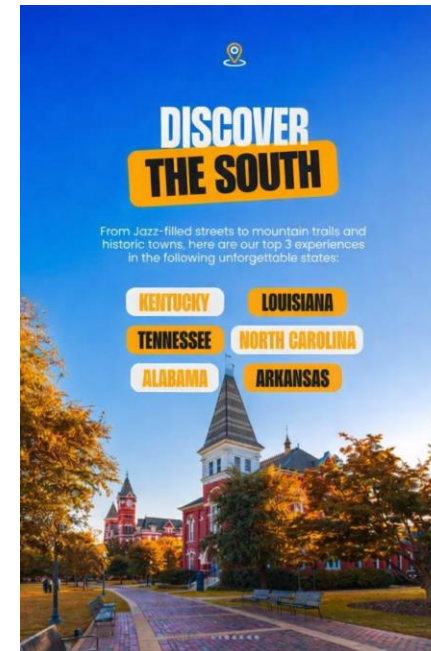
# Trailfinders: Performance

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.

[Read More](#)



# Partner Results

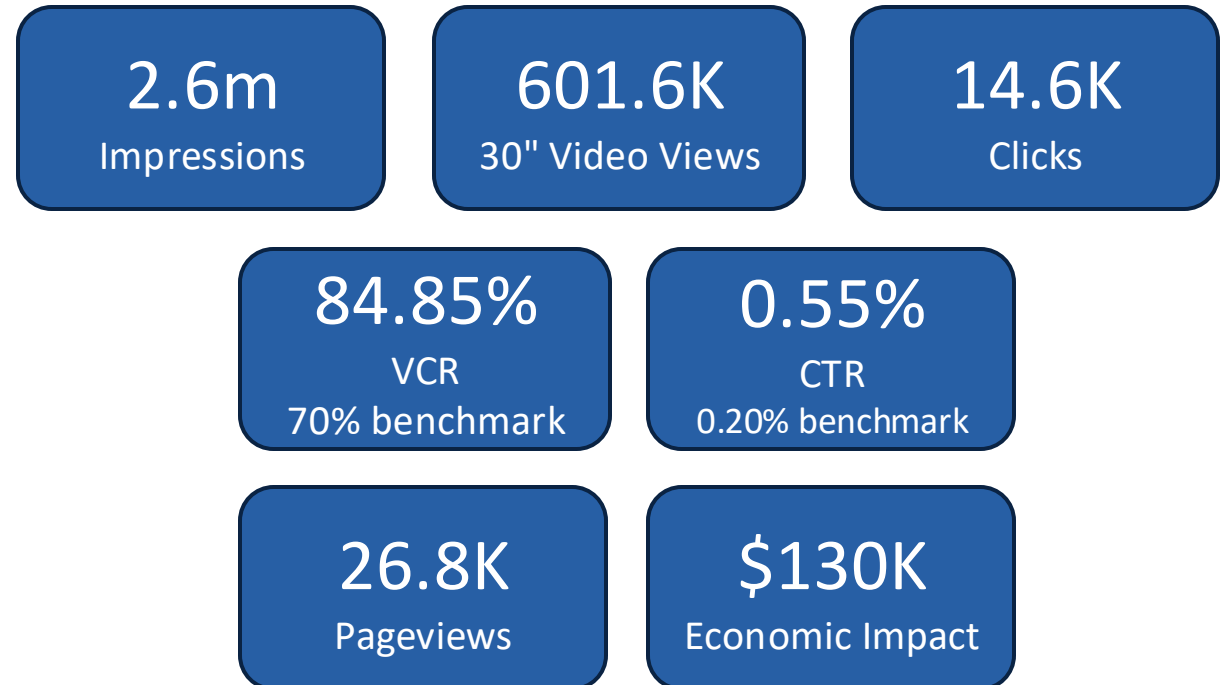
*In this section, we have included all individual partner analysis for Travel South only.  
Each partner will only receive their own results and will not see other destination partner results.*



# Arkansas: Overview

- At **\$35k investment** in media, Arkansas were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Arkansas, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Arkansas (13) by pax (19) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

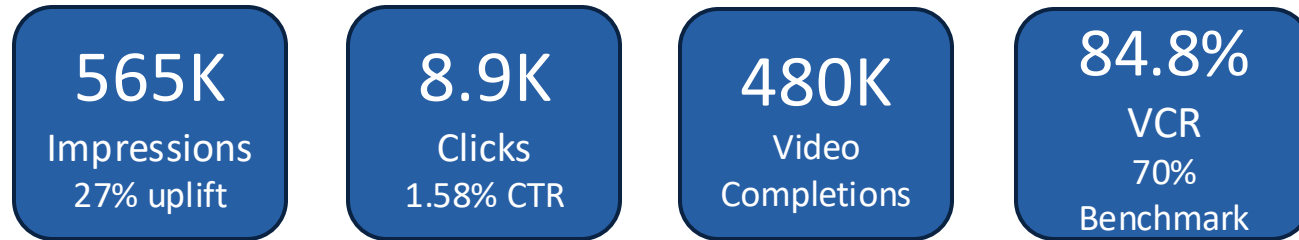
## Arkansas Results





# Arkansas – Digital Performance

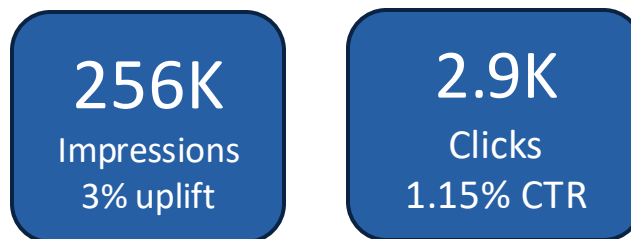
## Video-on-Demand 30”:



## Outstream:



## Native:



# Arkansas – Social

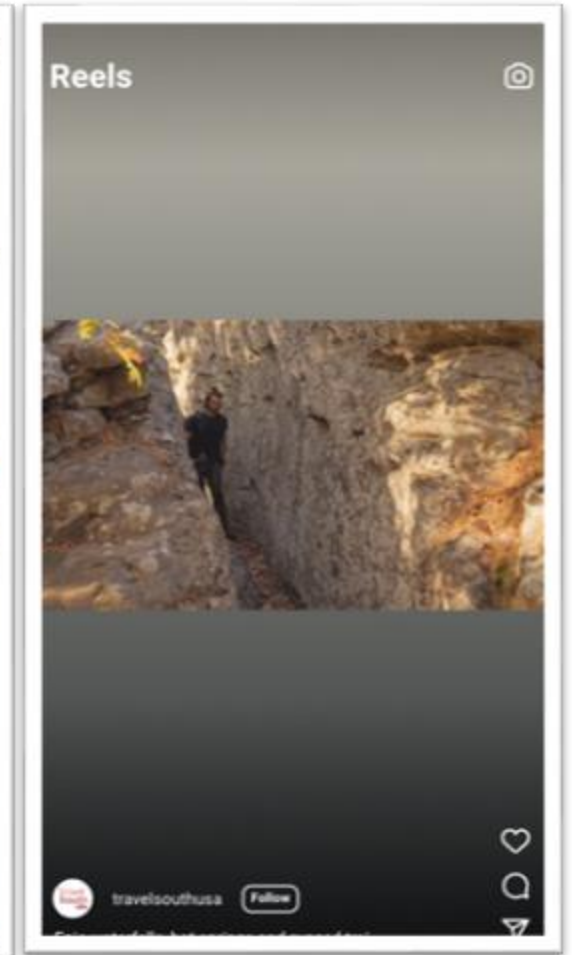
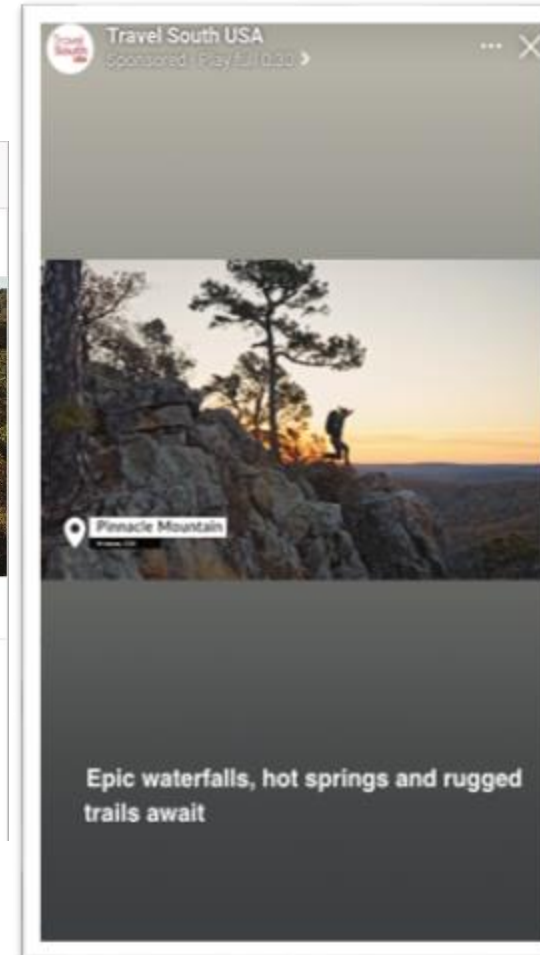
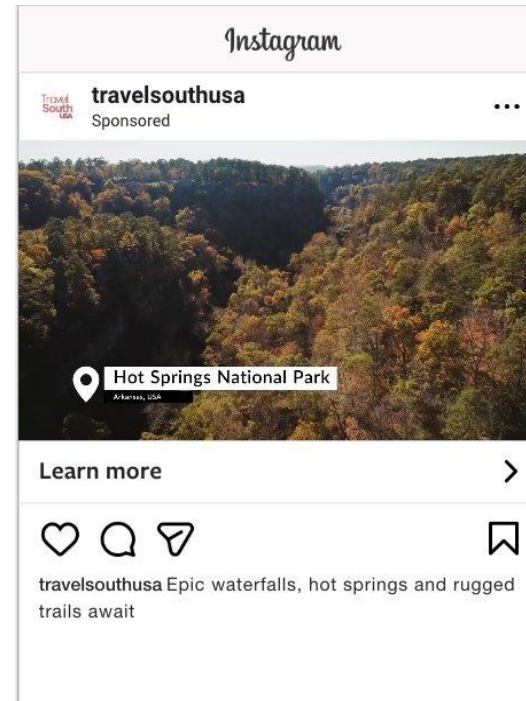
## Social:

1.5m  
Impressions

2.5K  
Clicks  
0.17% CTR

165K  
Engagements

170K  
Reach

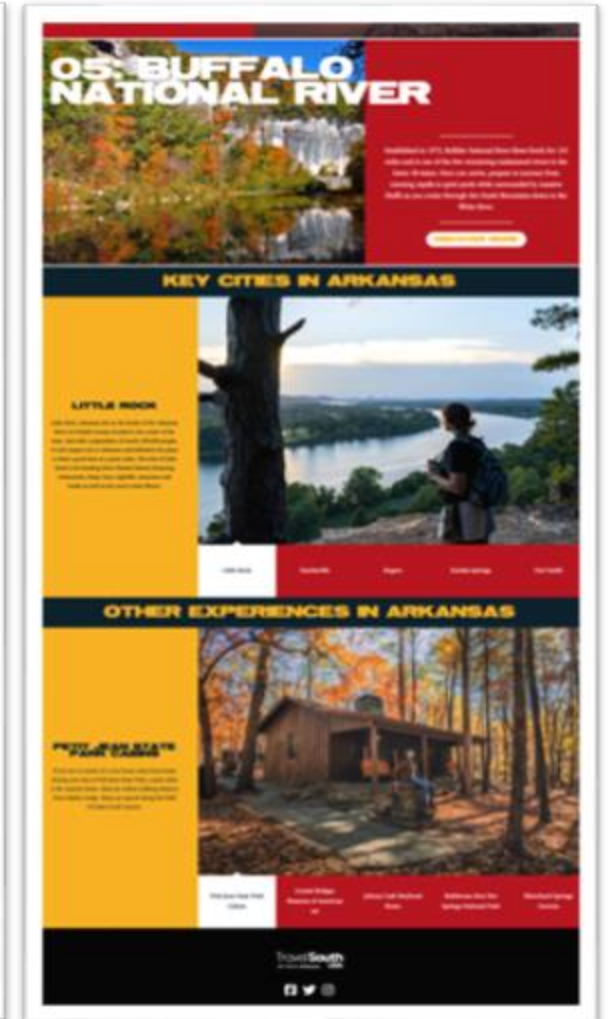
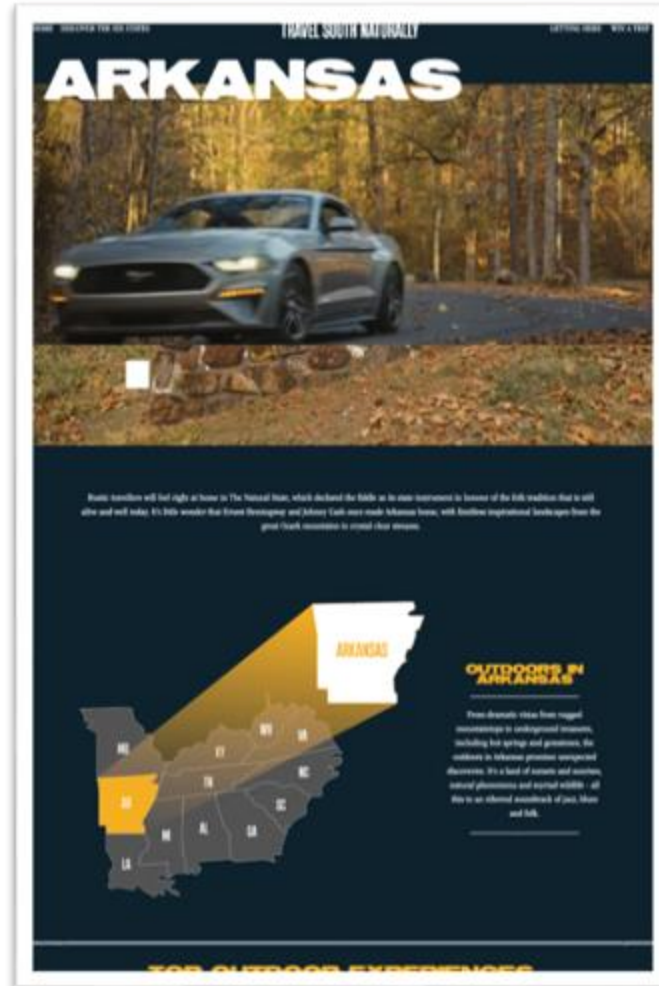


# Arkansas – Microsite



TravelSouth  
All Y'all Are Welcome USA

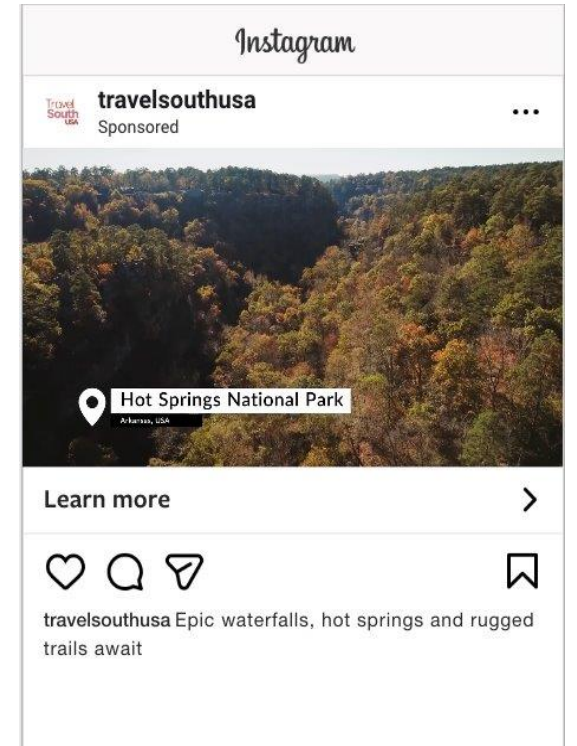
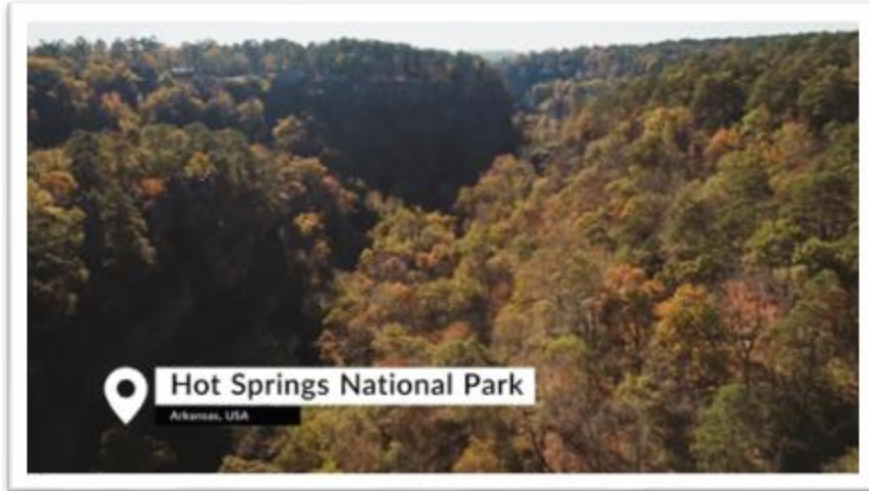
14.8K  
Page Views



# Arkansas: Creative



TravelSouth  
All Y'all Are Welcome USA



# Travel South Naturally 2.0 Proof of Posting

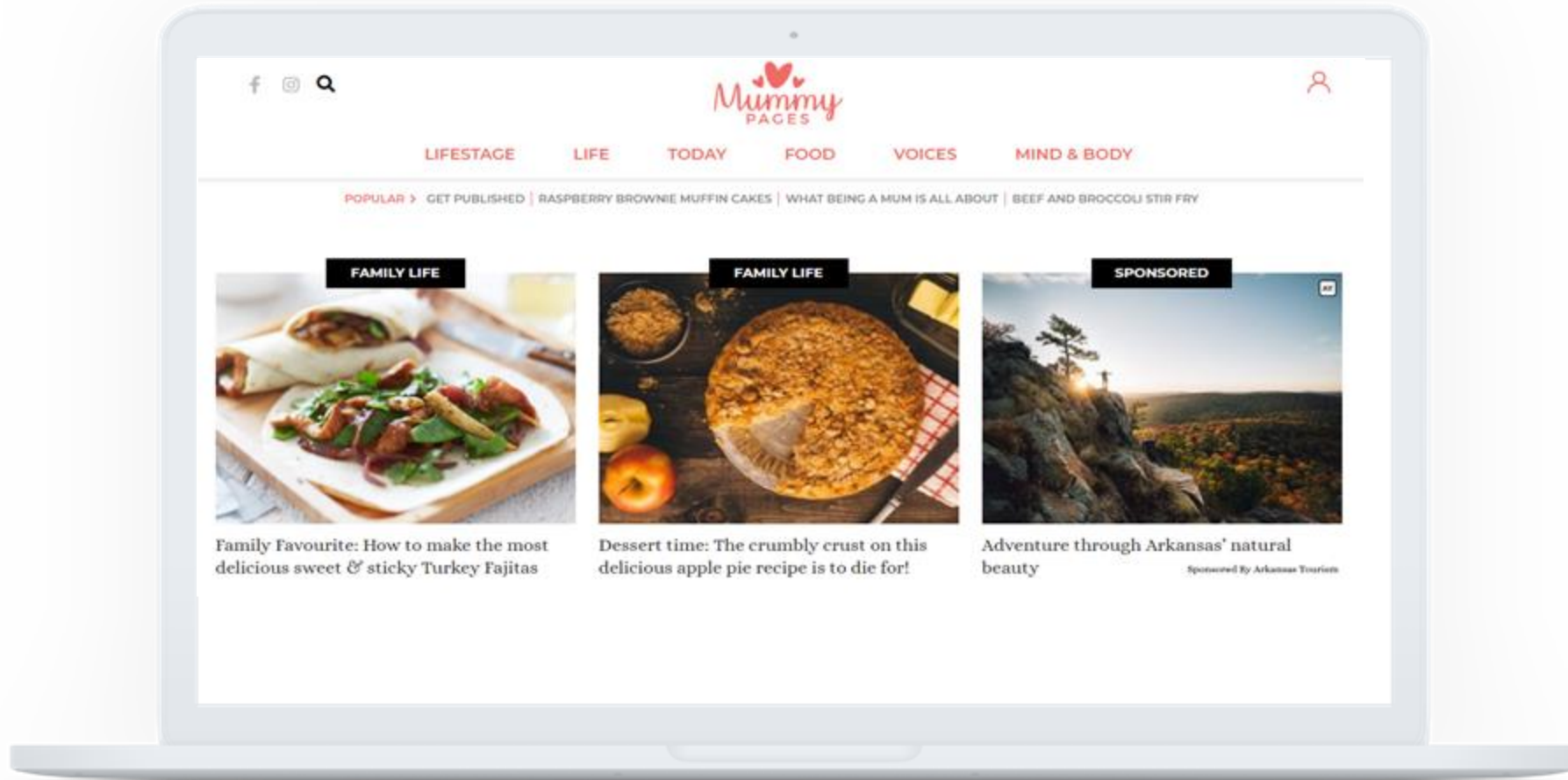
# Arkansas



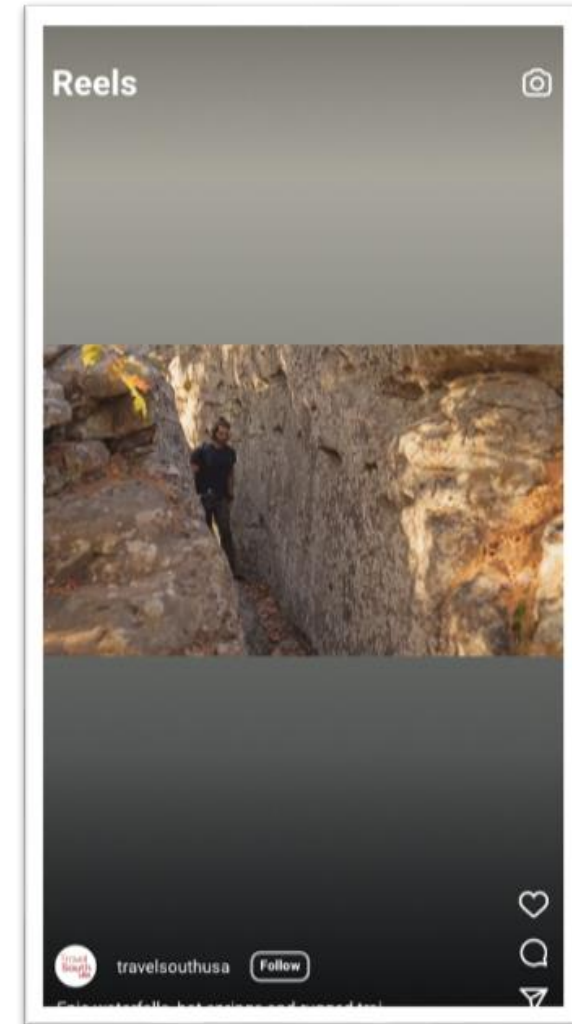
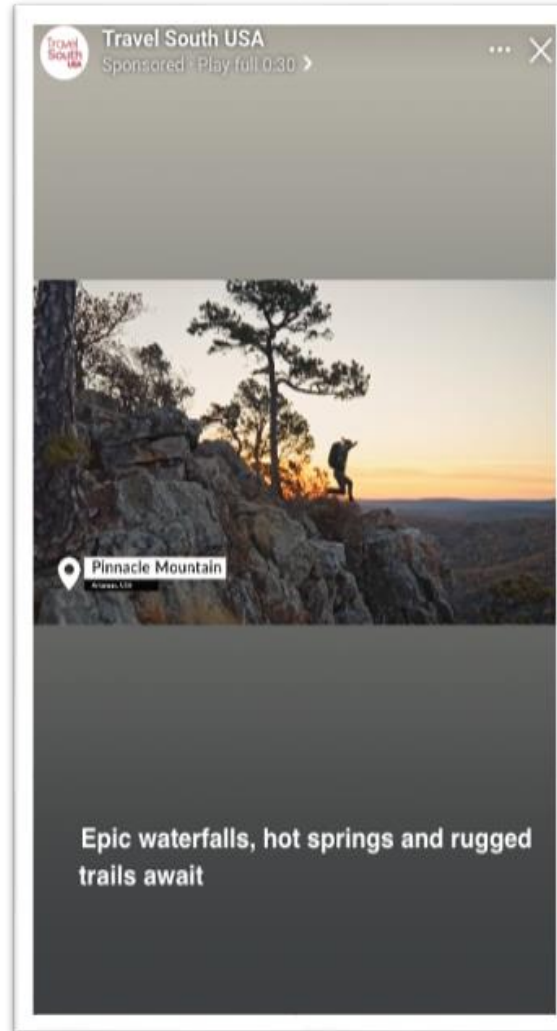
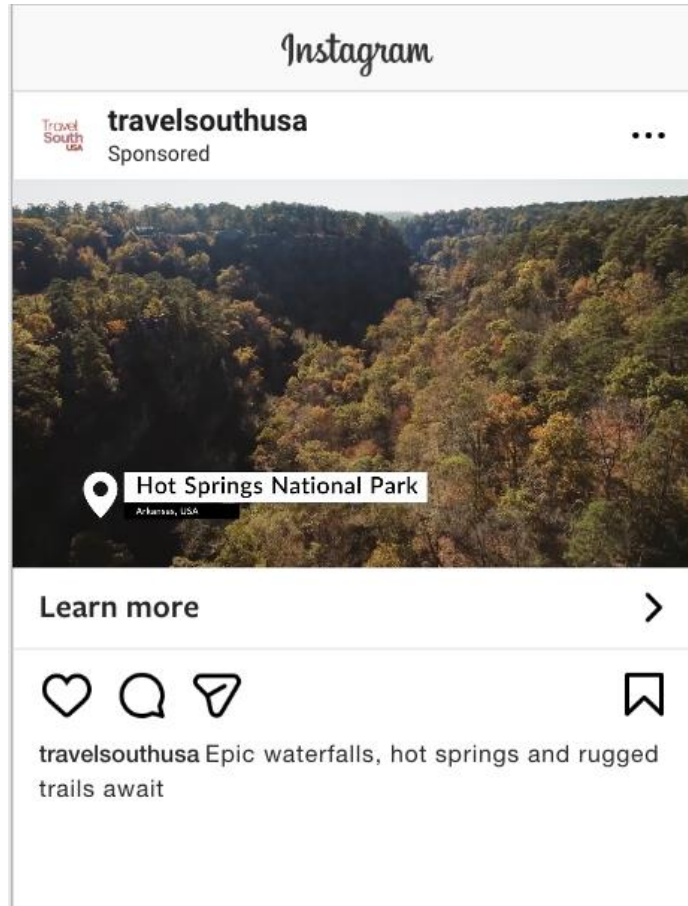
# VOD



# 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 Davies

PUBLISHED: TUESDAY 14TH SEPTEMBER 2023

Advertisement

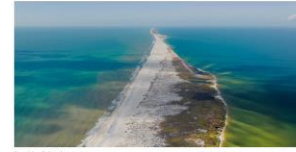
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Dauphin Island © Federico Perla

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.

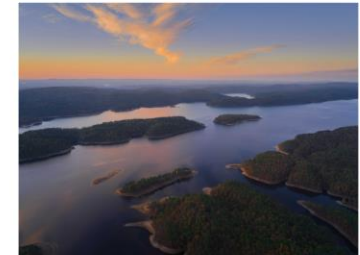


Kayaking on Atchafalaya Swamp © James Norbury and Guy Davies

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](https://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

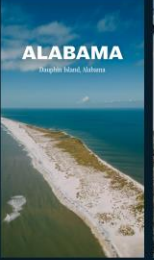
By boat and canoe, gravel-bike and foot, five influential photographers traversed the varied tracks and trails of six Southern U.S. states, capturing life along the way.




TRAVEL SOUTH  
NATURALLY  
with

001 / 021


**ALABAMA**  
Tupelo Island, Alabama



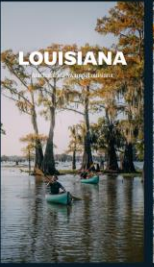
**ARKANSAS**  
Pitt River State Park, Arkansas



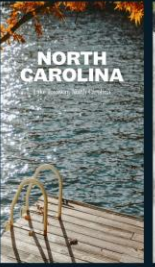
**KENTUCKY**  
Cumberland Falls State Park, Kentucky




**LOUISIANA**  
Bayou Sauvage National Park



**NORTH CAROLINA**  
The Great Smoky Mountains National Park



**TENNESSEE**  
Bryans Falls State Park, Tennessee



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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, Tennessee, North Carolina, Alabama, Tennessee 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   
  Hiking   
  All Three and more!

First Name   
  Last Name  
 Email Address   
  dd/mm/yyyy

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## OUR TRAVEL SOUTH JOURNEY



Taking in the states of Alabama, Arkansas, Kentucky, Louisiana and North Carolina, the photographers completed the borders 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 characterised 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."


@amelalebrun

**AMY SHORE**

Normally found shooting canoes and motorbikes, 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 - Arkansas

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

## ARKANSAS



Rustic travellers will feel right at home in The Natural State, which declared the fiddle as its state instrument in honour of the folk tradition that is still alive and well today. It's little wonder that Ernest Hemingway and Johnny Cash once made Arkansas home, with limitless inspirational landscapes from the great Ozark mountains to crystal clear streams.



**ARKANSAS**

**OUTDOORS IN ARKANSAS**

From dramatic vistas from rugged mountains to underground treasures, including hot springs and gemstones, the outdoors in Arkansas promises unexpected discoveries. It's a land of sunsets and sunrises, natural phenomena and myriad wildlife - all this to an ethereal soundtrack of jazz, blues and folk.

**TOP OUTDOOR EXPERIENCES**

**TOP OUTDOOR EXPERIENCES**

### 01: HOT SPRINGS NATIONAL PARK

You could easily spend a whole day at Hot Springs National Park, bathing in the bathhouse or meandering along the Northwood Trails - it's certainly worth it for the sunsets seen from the Mountain Tower. Take a mid-afternoon hike and look out for interesting wildlife such as deer, turkey and beaver.

[DISCOVER MORE](#)

### 02: LAKE OUACHITA

Pack a heavy lunch for an invigorating trek around the perimeter of Arkansas' largest lake, Lake Ouachita. There is an outdoor deck at the tip of the peninsula on the Golden Bend Trail that is the perfect spot for watching the sunset. Look out for the pretty wildflowers that cloak the forest floor along the trail.

[DISCOVER MORE](#)

### 03: PETIT JEAN STATE PARK

Arkansas' first ever state park, Petit Jean State Park, is a wonderful example of nature's intriguing design from the 95-foot Cedar Falls to the rock shelters and narrow passageways of Bear Cave. Hunt's Point on Petit Jean Mountain is a peaceful place to watch the sun rise over the breathtaking Arkansas River below.

[DISCOVER MORE](#)

### 04: PINNACLE MOUNTAIN

Sitting just outside the state capital of Little Rock, Pinnacle Mountain stands tall and protective of the geographical diversity that lies below. A hike on the summit is a must, but the park also has an array of water adventures to be had on the Big and Little Maumelle Rivers as well as mountain biking trails.

[DISCOVER MORE](#)

**DISCOVER MORE**

## 05: BUFFALO NATIONAL RIVER

Established in 1972, Buffalo National River flows freely for 135 miles and is one of the few remaining undammed rivers in the lower 48 states. Once you arrive, prepare to journey from roaring rapids to quiet pools while surrounded by massive bluffs as you cruise through the Ozark Mountains down to the White River.

[DISCOVER MORE](#)

**KEY CITIES IN ARKANSAS**

### LITTLE ROCK

Little Rock, Arkansas sits on the banks of the Arkansas River in Pulaski County. Located in the center of the state, and with a population of nearly 200,000 people, it's the largest city in Arkansas and Arkansas the place to take a good drive on a great river. The Lake of Little Rock is the heart of the River Market District featuring restaurants, shops, bars, nightclubs, museums and hotels as well as the state's main library.

[Little Rock](#) [Fayetteville](#) [Bryson](#) [Eureka Springs](#) [Fort Smith](#)

**OTHER EXPERIENCES IN ARKANSAS**

### PETIT JEAN STATE PARK CABINS

If you are in search of a quiet home away from home, driving over one way at Petit Jean State Park, a park cabin is the natural choice. Meet on-site, walking distances from Hunter Lodge. There are spaces along the bank of Cedar Creek Canyon.

[Petit Jean State Park Cabins](#) [Crested Bridge Museum of American Art](#) [Johnny Cash Birthplace Home](#) [Bathhouse Row Hot Springs National Park](#) [Blackboard Springs Caverns](#)


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# Trailfinders

Webpage



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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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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.

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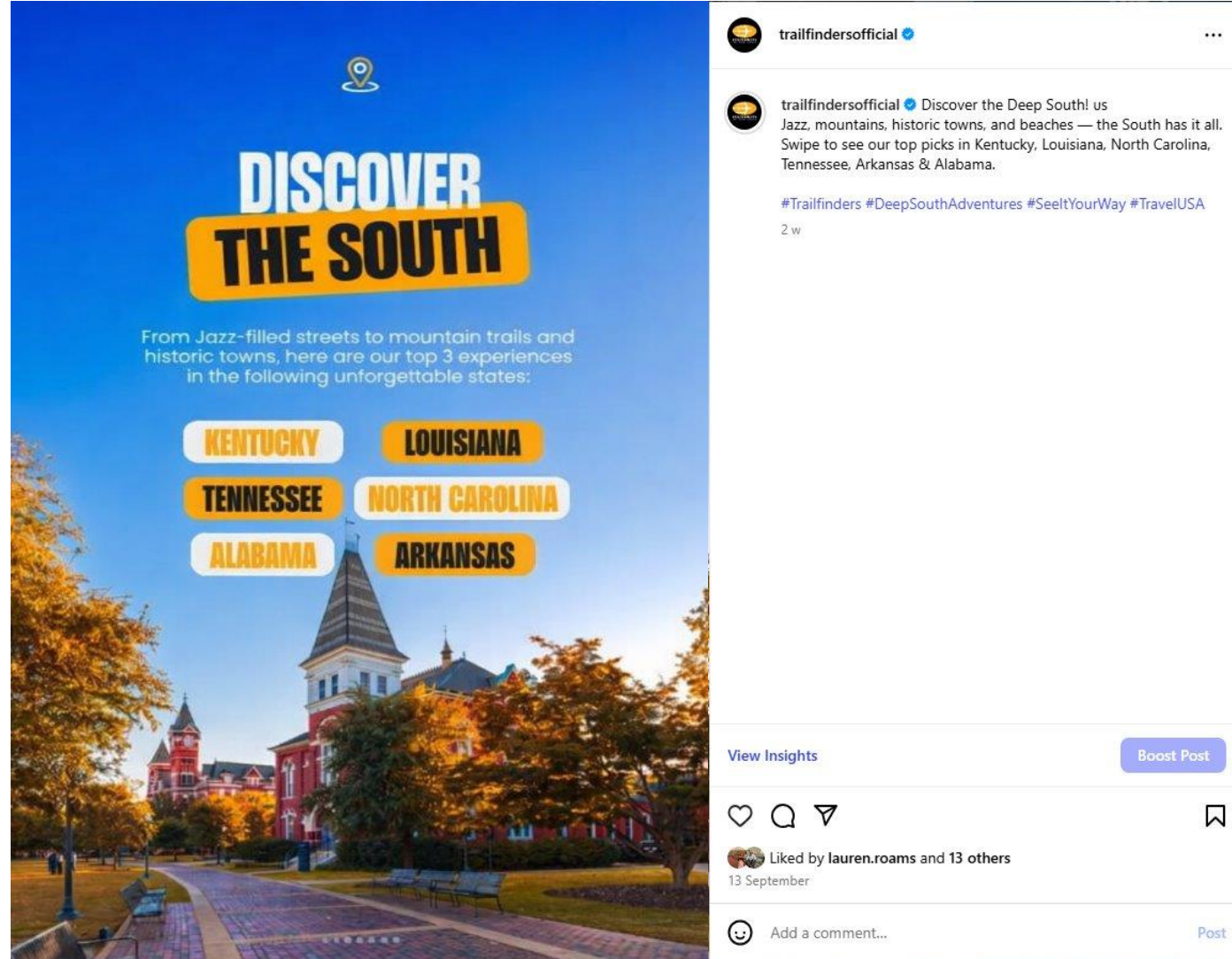
Experience Southern USA where rich culture meets unforgettable adventures.

From the soulful rhythms of **New Orleans** to the **Great Smoky Mountains National Park** of North Carolina, call us today and kickstart your holiday to this incredible part of the USA and Travel South, Naturally.

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# Trailfinders

Social Media



The image shows an Instagram post from the account 'trailfindersofficial'. The main graphic is a blue and yellow design with the text 'DISCOVER THE SOUTH' in large, bold letters. Below this, it says 'From Jazz-filled streets to mountain trails and historic towns, here are our top 3 experiences in the following unforgettable states:'. There are six yellow buttons with state names: KENTUCKY, LOUISIANA, TENNESSEE, NORTH CAROLINA, ALABAMA, and ARKANSAS. The background of the graphic is a photograph of a large, historic red brick building with a prominent steeple, surrounded by trees and a paved walkway. The Instagram post interface includes the user's profile picture and name, the caption text, hashtags (#Trailfinders, #DeepSouthAdventures, #SeeltYourWay, #TravelUSA), a 'View Insights' button, a 'Boost Post' button, and icons for likes, comments, shares, and bookmarks. The post shows it was liked by 'lauren.roams and 13 others' on '13 September'.

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

View Insights Boost Post

Liked by lauren.roams and 13 others  
13 September

Add a comment... Post

# Travel South Naturally Microsite - Trailfinders

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A toe-tapping tour to the cities where jazz, blues and country music was born and thrives – Nashville, Memphis and New Orleans.

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A journey into the history and legacy of the Civil Rights Movement will also have you savouring the best food and culture of the Deep South.

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From beautiful beaches to historic towns and stunning mountain scenery, experience the highlights of North and South Carolina.

[FIND OUT MORE](#)

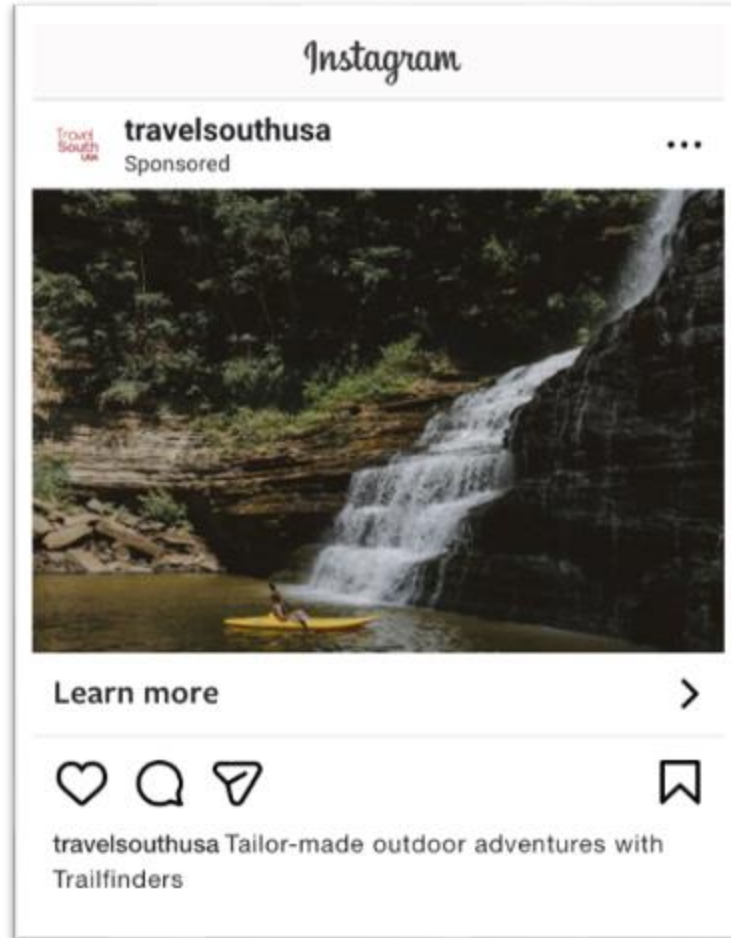
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# Paid Social



Thank You