

# Travel South, Naturally 2.0 Post Campaign Analysis

January 6th , 2025

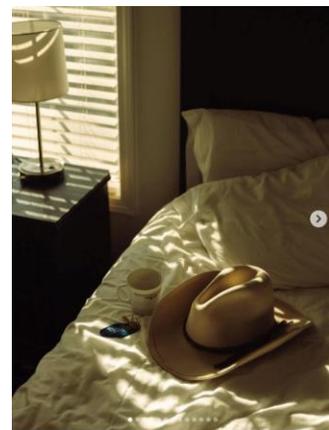
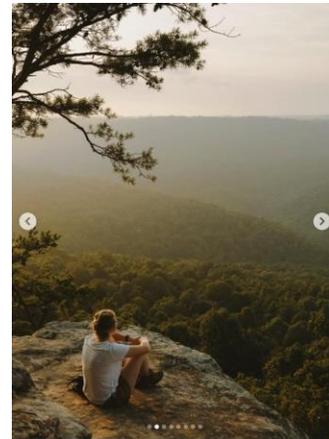
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- Campaign Background
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- Content Creation Performance
- Performance by Media: Overall Campaign
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# Campaign Background

# Campaign Snapshot



# Campaign Background

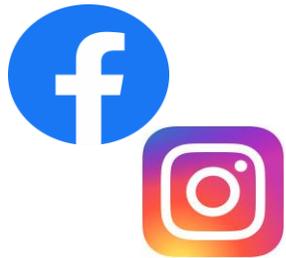
- *Travel South, Naturally 2.0* is the second iteration of this award-winning campaign, using high-impact, video-first storytelling to inspire UK travelers to explore the Southern USA's outdoor and cultural experiences.
- State Partners:
  - **Media Only:** Alabama, Arkansas, Louisiana, North Carolina
  - **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](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

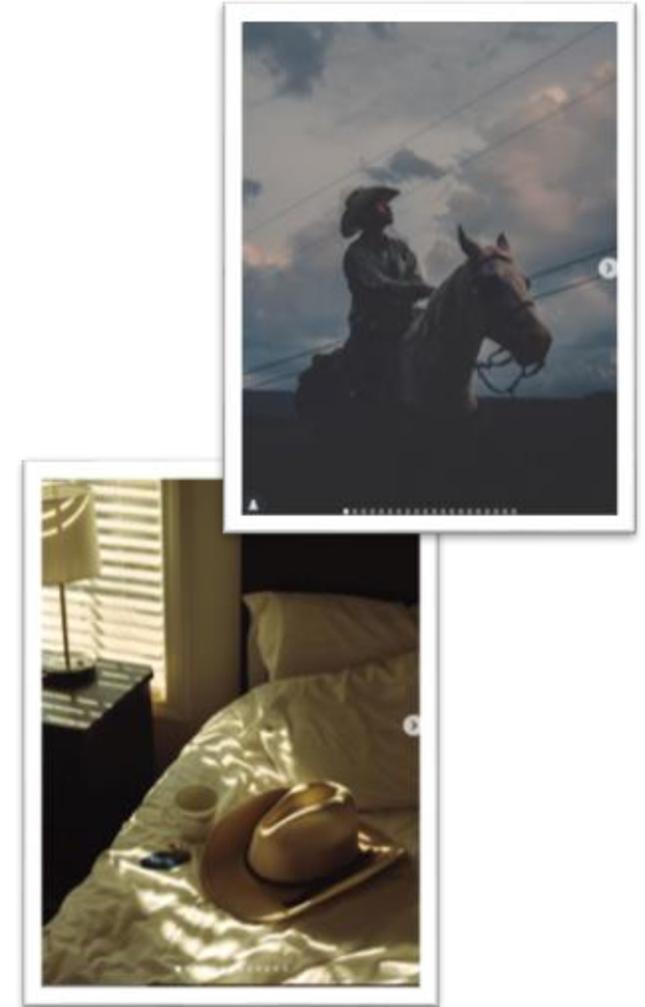


TravelSouth  
All Y'all Are Welcome USA



# Content Creation

- Two UK-based lifestyle photographers captured an 8-day content trip across **Kentucky and Tennessee**, showcasing outdoor adventure, natural landscapes and Southern charm.
- **Creators:** *Amelia Le Brun (@amslebrun)* and *Amy Shore (@amysshorephotography)*, known for cinematic, documentary-style travel storytelling.
- Experiences ranged from **paragliding in Tennessee** to **cave exploration in Kentucky**, captured through an authentic, experience-led lens.
- For \$25k investment in content, each partner received:
  - 1x long-form destination video
  - 3x short-form social video cutdowns
  - 20x high-quality photographs
  - Full usage rights for all assets



# Campaign: Overall Performance

# Executive Summary

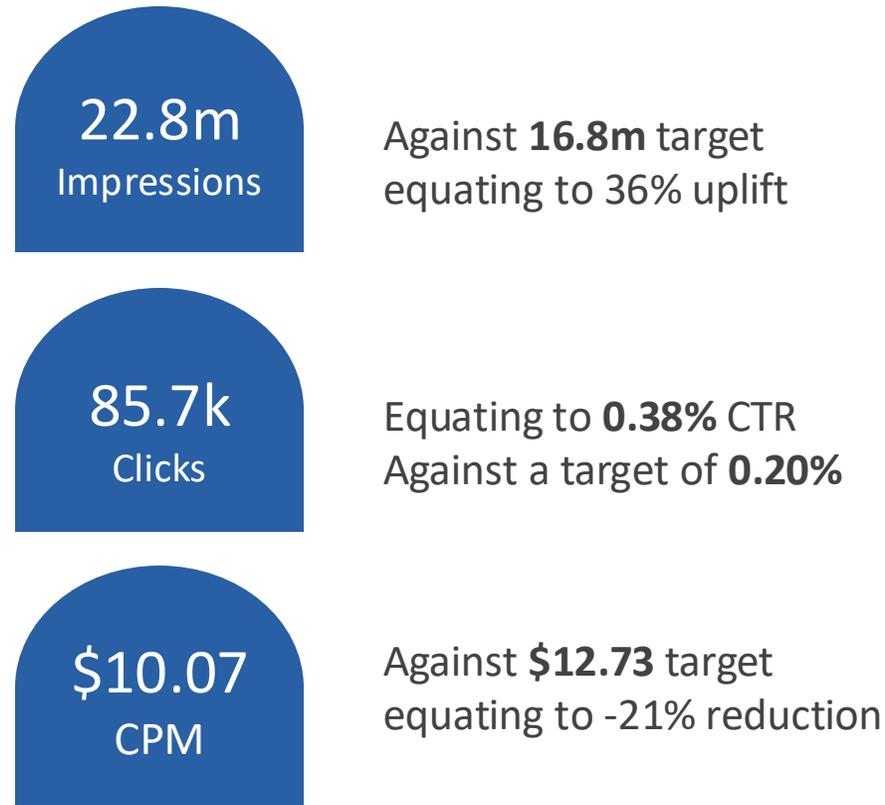
*Travel South, Naturally 2.0* delivered a highly successful, video-first campaign that exceeded targets, and strengthened awareness of, and bookings for, the six participating states among UK travelers..

- **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).

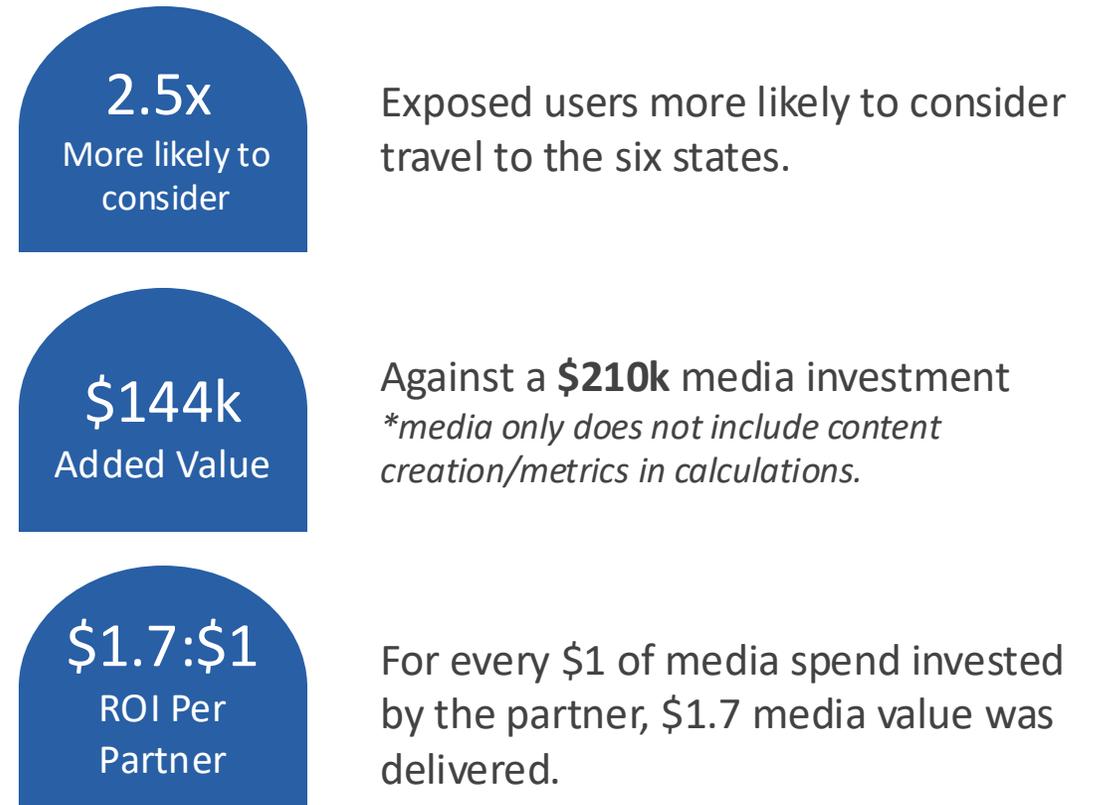


# Performance Overview

## 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.



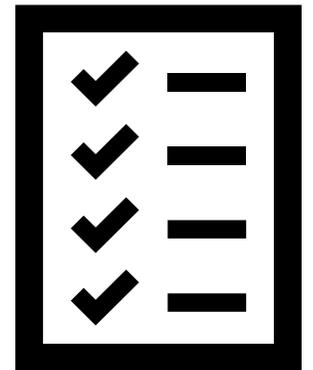
Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

# 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<br>697K Views / 50.08% VTR                                  |
| VOD             | 2.6m                 | 3.5m (+32%)             | 2.9m Views / 83.4% VCR (70% benchmark)<br>44.6K Clicks / 1.27% CTR (0.20% benchmark) |
| Escapism        | 650k                 | 650k                    | 22.2K Total Page Views<br>2:57 Dwell Time (2:30 benchmark)                           |
| Trailfinders    | n/a                  | 1.9m                    | 2.1K Clicks / 1.61% CTR<br>2.7K Page Views<br>2,811 Room nights                      |
| Microsite       | n/a                  | n/a                     | 94k pageviews<br>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.

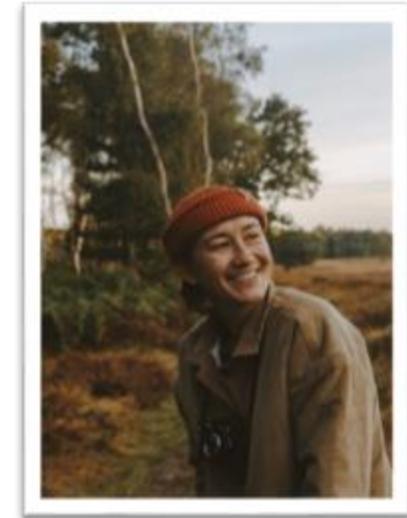
# Content Creation Performance

# Organic Social Media Creators

To bring the beauty of the American South's outdoors to life, we invited two UK-based lifestyle photographers on an 8-day adventure through Tennessee and Kentucky.

## **Amelia Le Brun (@amslebrun) - 58.5K followers**

Amelia is a lifestyle and travel photographer known for her emotive imagery and cinematic compositions. Her work celebrates the connection between people and nature, capturing quiet, contemplative moments in breathtaking landscapes. With a strong following of travel enthusiasts, Amelia's storytelling through photography inspires audiences to explore the world mindfully and sustainably.



## **Amy Shore (@amyshorephotography) - 157K followers**

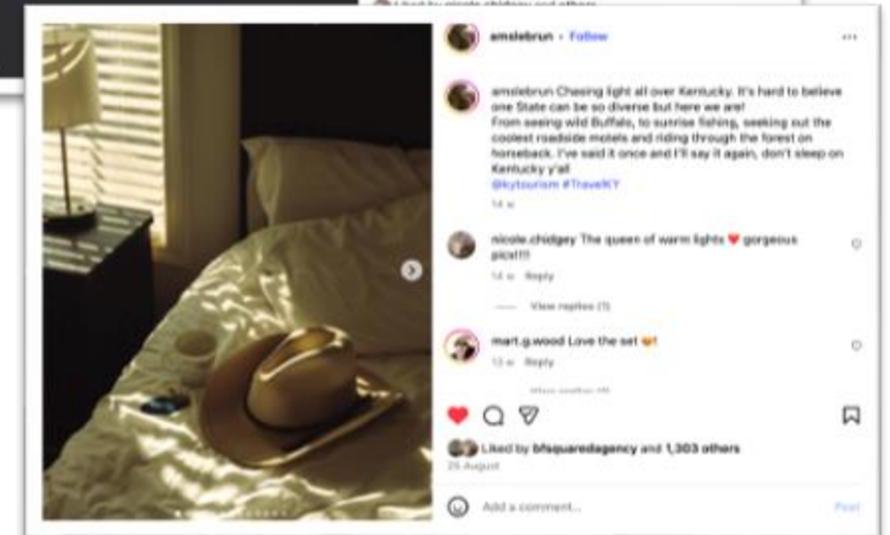
Amy is a lifestyle and automotive photographer with a signature warm, documentary style. She blends adventure and artistry, creating imagery that feels both spontaneous and nostalgic. Known for her work with leading brands in travel and motoring, Amy brings a unique perspective that celebrates craftsmanship, movement, and the beauty of the journey itself.



# Organic Social Media Overview

The trip was designed to authentically showcase the region's diverse landscapes, outdoor adventure and warm Southern charm through the eyes of creative travelers, with experiences ranging from paragliding in Tennessee to cave exploration in Kentucky.

- **641K+ organic impressions delivered (+83% vs. 350K target)**
- **75 Stories + 4 grid posts** (plus a bonus post)
- **3.66% average engagement rate**, driven by authentic, creator-led storytelling



# Organic Social Media Performance - Kentucky

- 316K+ organic impressions delivered (+80% vs. 175K target)
- 37 Instagram Stories + 2 grid posts
- 229K Story impressions / 87K grid views
- 3.6% average engagement rate (above benchmark)

Creator content for Kentucky significantly exceeded targets, delivering strong visibility and meaningful audience connection.



| Post             | Views         | Likes       | Comments  | Saves      |
|------------------|---------------|-------------|-----------|------------|
| Amy Grid - KT    | 42918         | 1423        | 24        | 54         |
| Amelia Grid - KT | 39182         | 1357        | 44        | 55         |
| Stories combined | 316,395       |             |           |            |
| <b>Total</b>     | <b>398495</b> | <b>2780</b> | <b>68</b> | <b>109</b> |

amysorephotography 📍 Whilst in Kentucky, we did some horseback riding among many other fun activities (like a drive-in cinema, fishing and seeing buffaloes). We were warned to push away from any trees that our horses rode too close to as to not catch our knees. Well, guess what idiot didn't listen? Me. I was the idiot. I've still got a bruise on my left knee, 4 weeks after returning.

By far my favourite thing to do was something I thought I was going to hate - caving. Squeezing through small gaps of rock on your tummy in pitch black with just a head torch for vision. Turns out I loved it. It made my tummy all fluttery and the physical exertion was something I totally didn't expect. The whole state surprised me with how many lakes, gorgeous trails and caves were around.

So yeah, listen to your guides, kids.

@KYTourism #TravelKY

# Kentucky Top Performing Post



**amyshorephotography** • Follow  
Kentucky

amyshorephotography • Whilst in Kentucky, we did some horseback riding among many other fun activities (like a drive-in cinema, fishing and seeing buffaloes). We were warned to push away from any trees that our horses rode too close to as to not catch our knees. Well, guess what idiot didn't listen? Me. I was the idiot. I've still got a bruise on my left knee, 4 weeks after returning.

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So yeah, listen to your guides, kids.

@KYTourism #TravelKY

17w

♥️ 💬 📌

Liked by **nicole.chidgey** and others  
August 24

😊 Add a comment... Post

# 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.*



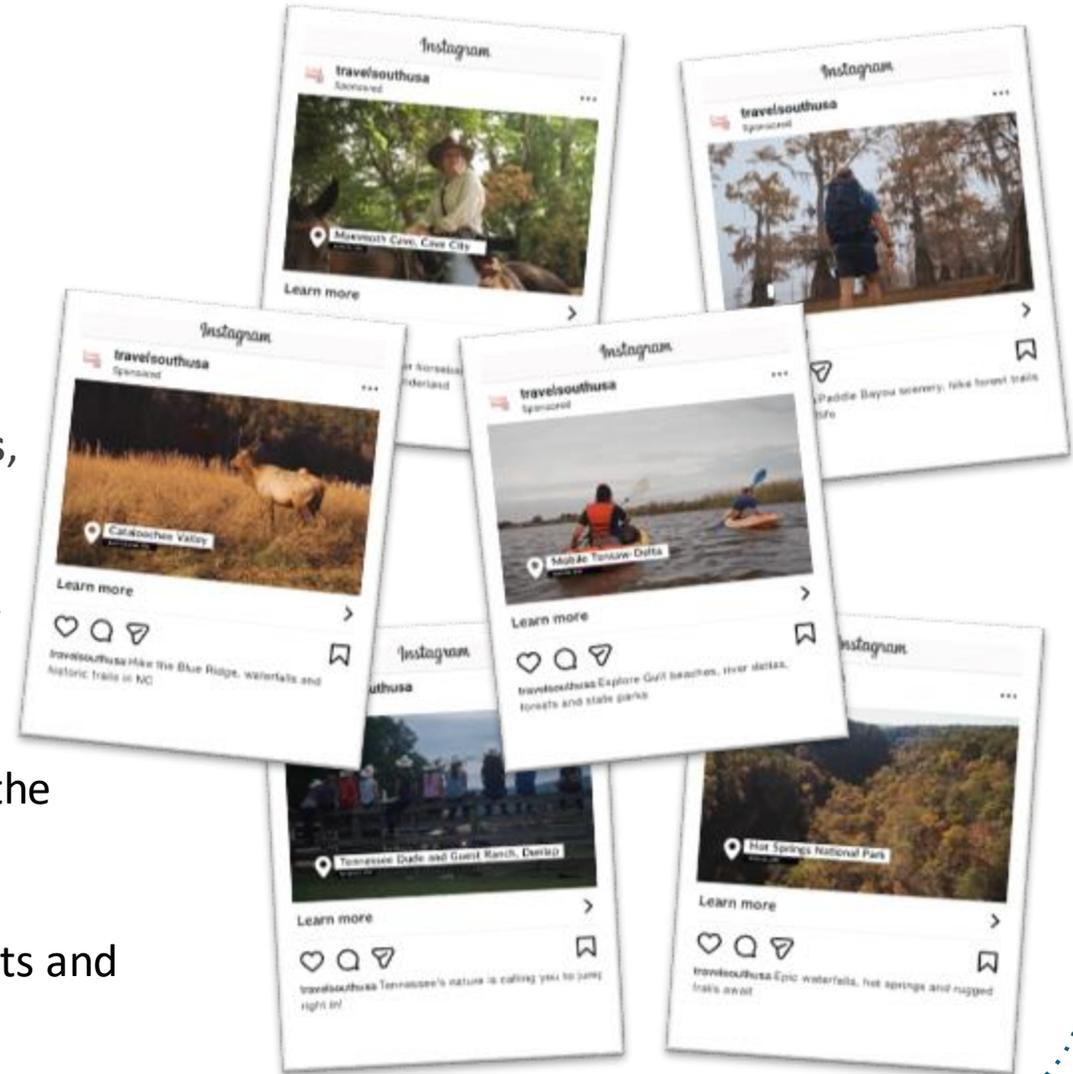
# Social Performance

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.

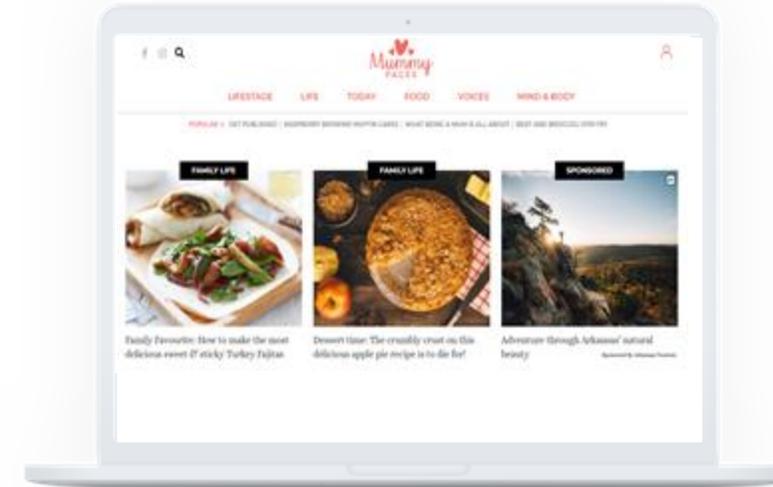
TravelSouth  
All Y'all Are Welcome USA

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

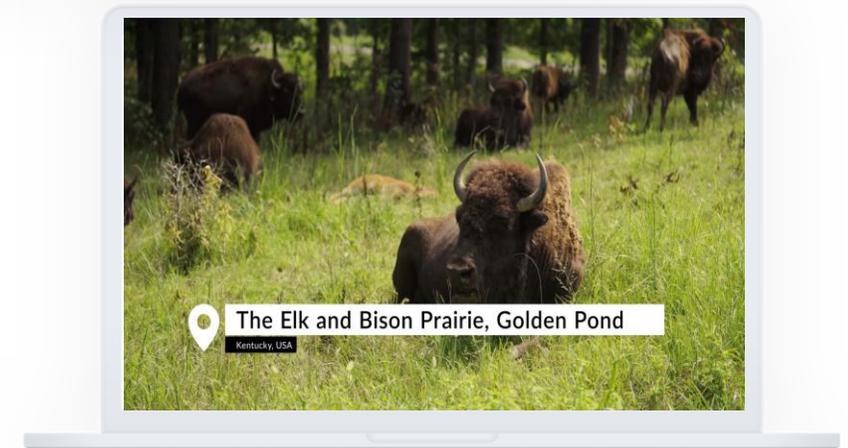
2.9m  
Views

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 Jason Wilkoff, Staff

© James Murray 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.

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

© 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



Smoky State 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

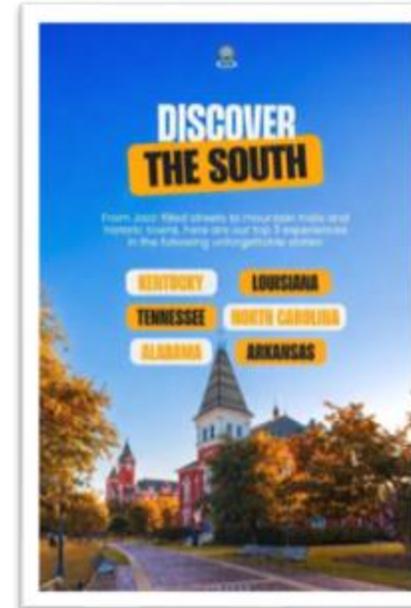
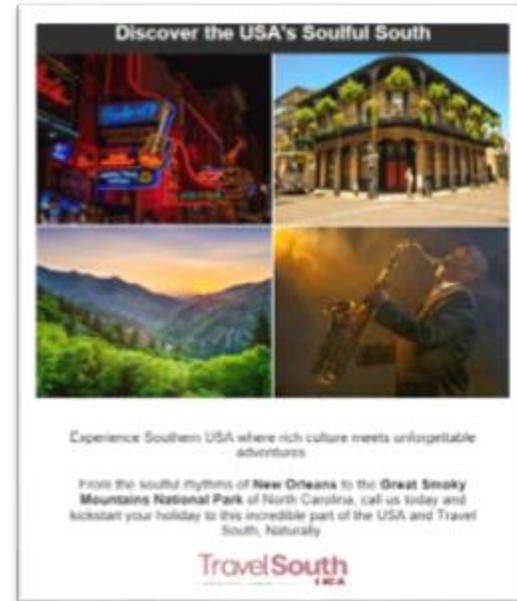
© Mattia La Rosa

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**

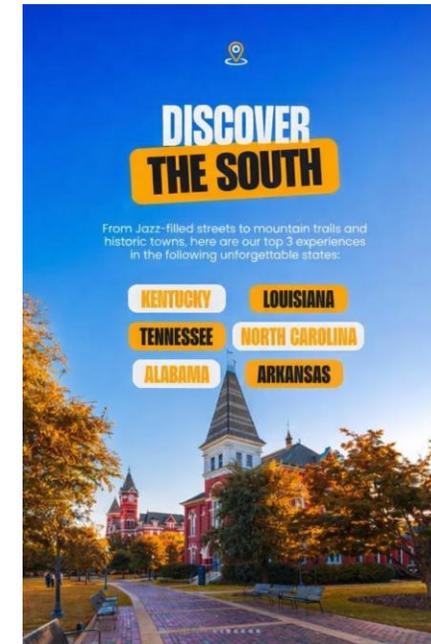
# Trailfinders: Performance

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](#)

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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.

[Read More](#)



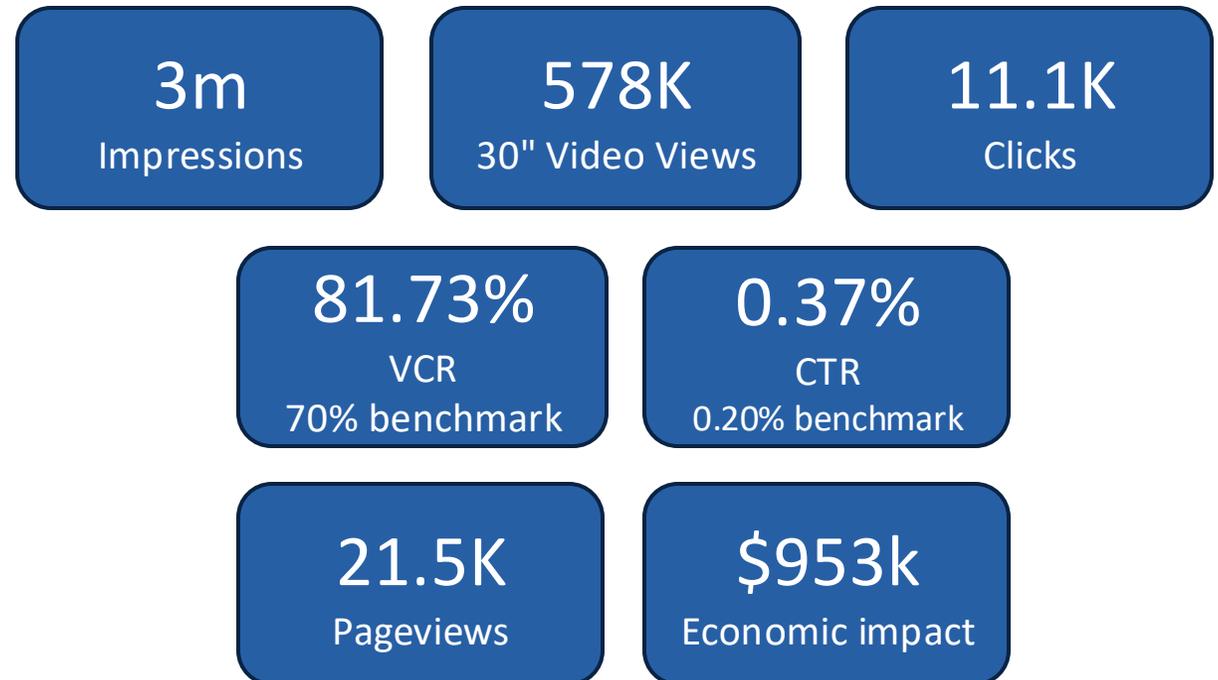
# Partner Results

*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.*

# Kentucky: Overview

- At **\$35k investment** in media, Kentucky were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Kentucky, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Kentucky (45) by pax (40) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

## Kentucky Results



# Kentucky – Digital Performance

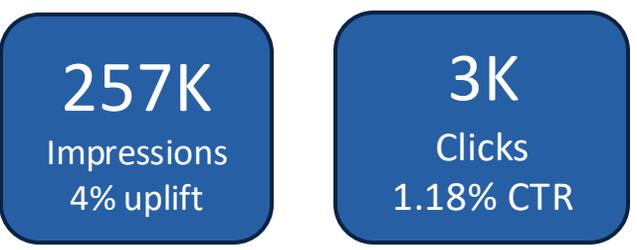
## Video-on-Demand 30”:



## Outstream:



## Native:



# Kentucky – Social

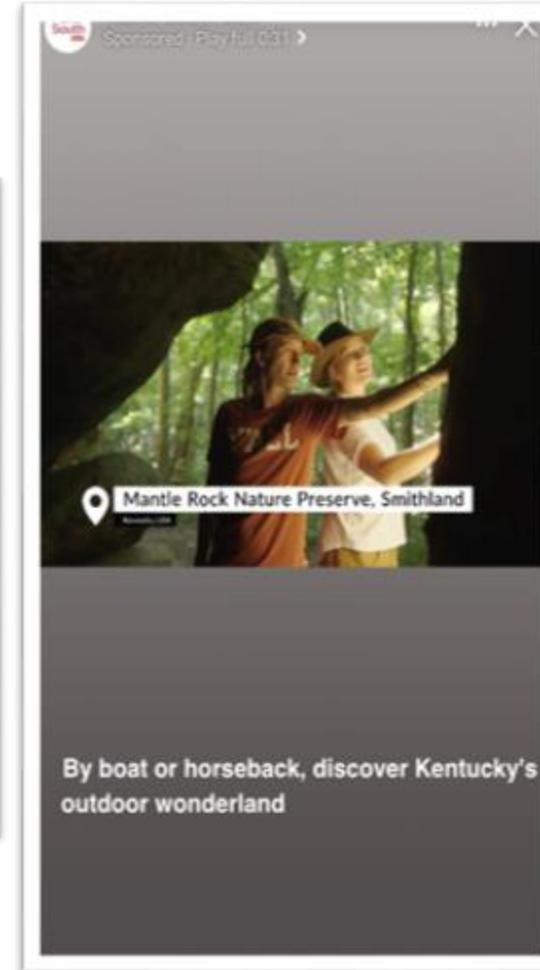
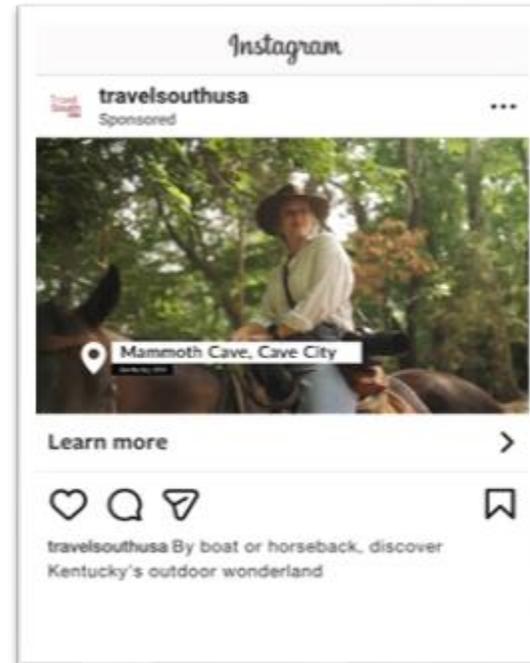
## Social:

1.5m  
Impressions

1.7K  
Clicks  
0.11% CTR

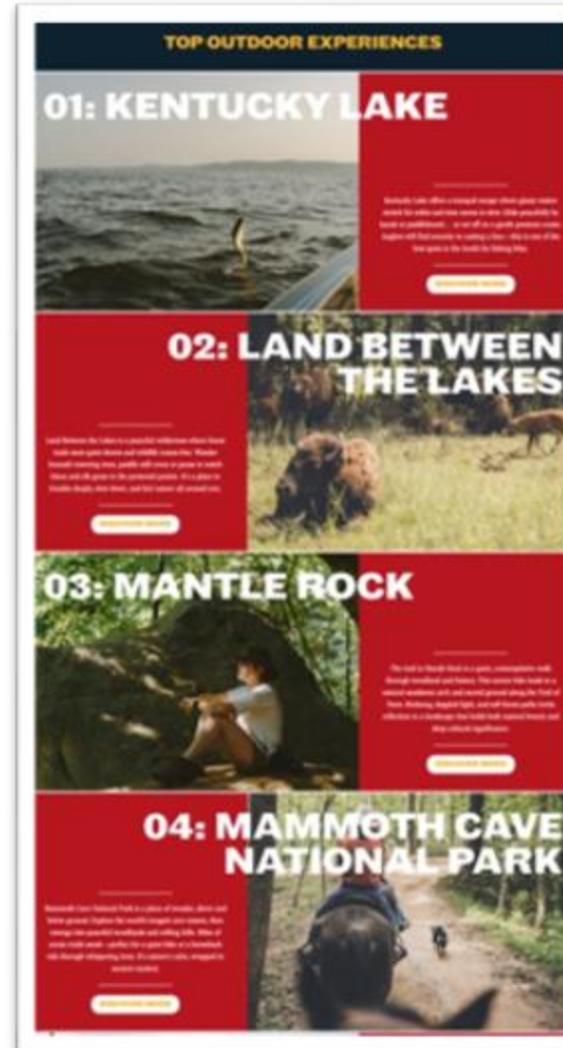
173K  
Engagements

201K  
Reach

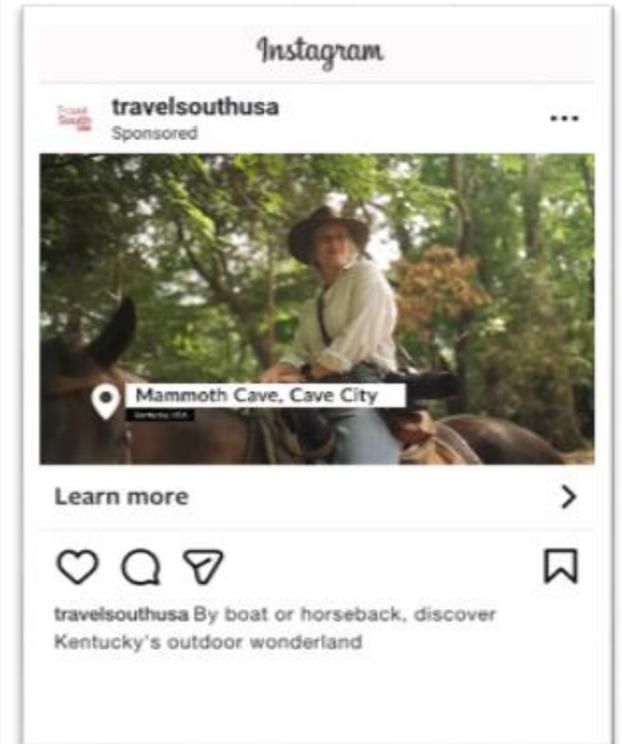
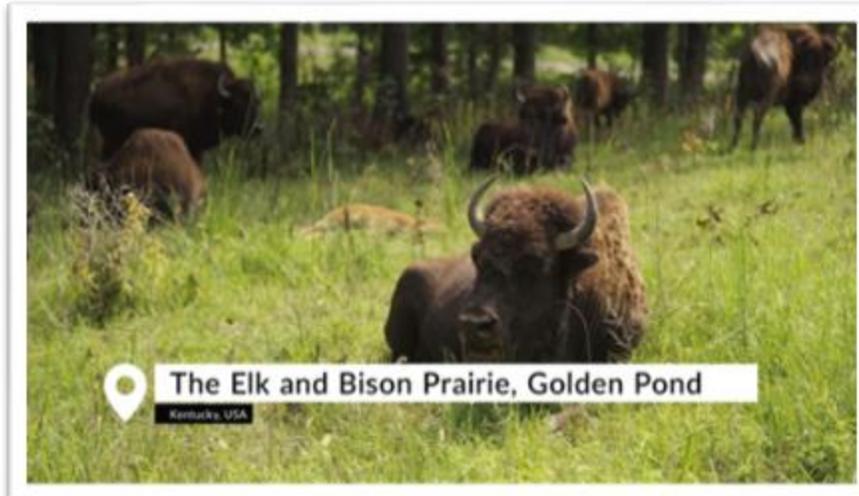


# Kentucky – Microsite

11.2K  
Page Views



# Kentucky: Creative



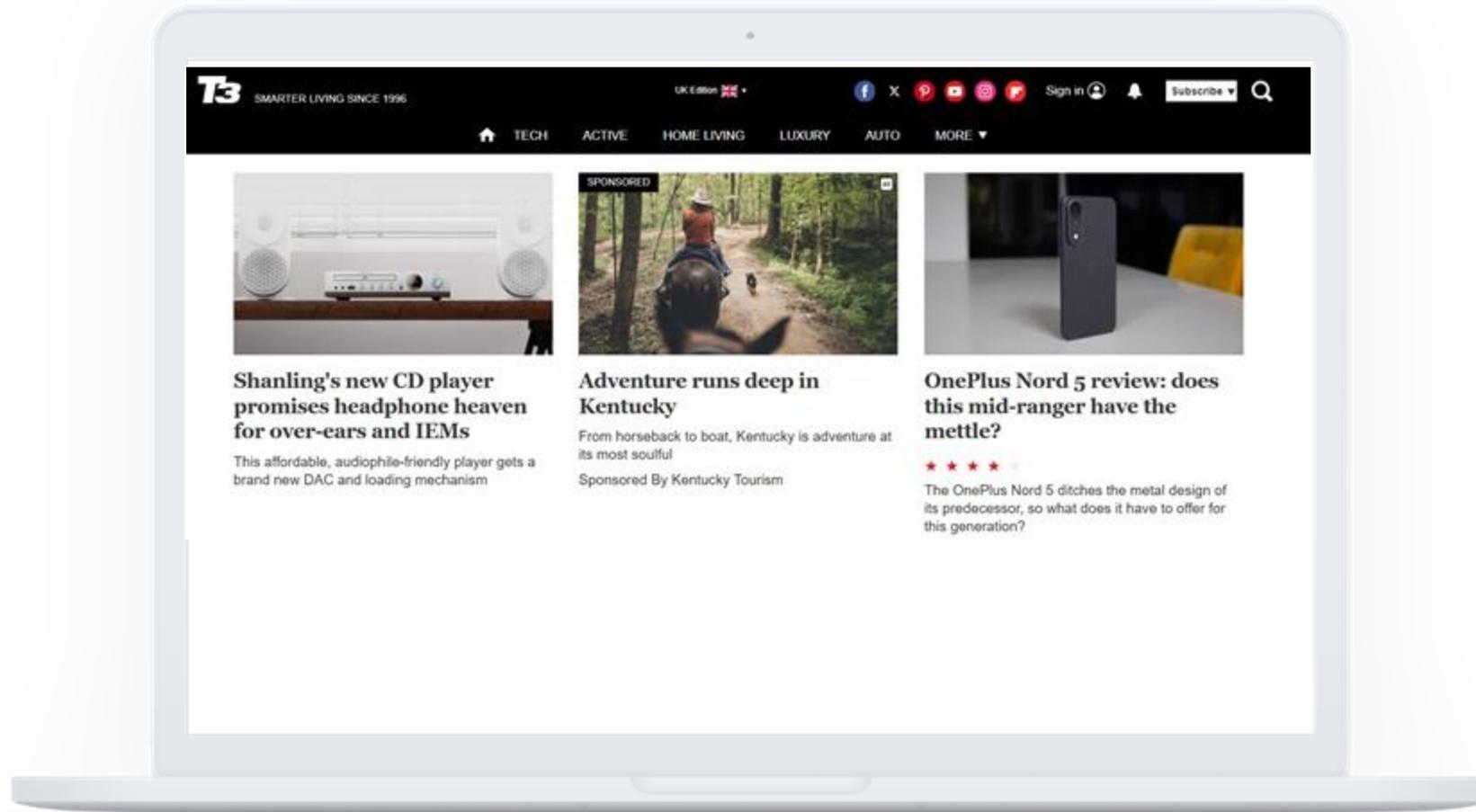
# Travel South Naturally 2.0 Proof of Posting

# Kentucky

# VOD



# Native Display



### Shanling's new CD player promises headphone heaven for over-ears and IEMs

This affordable, audiophile-friendly player gets a brand new DAC and loading mechanism



### Adventure runs deep in Kentucky

From horseback to boat, Kentucky is adventure at its most soulful

Sponsored By Kentucky Tourism

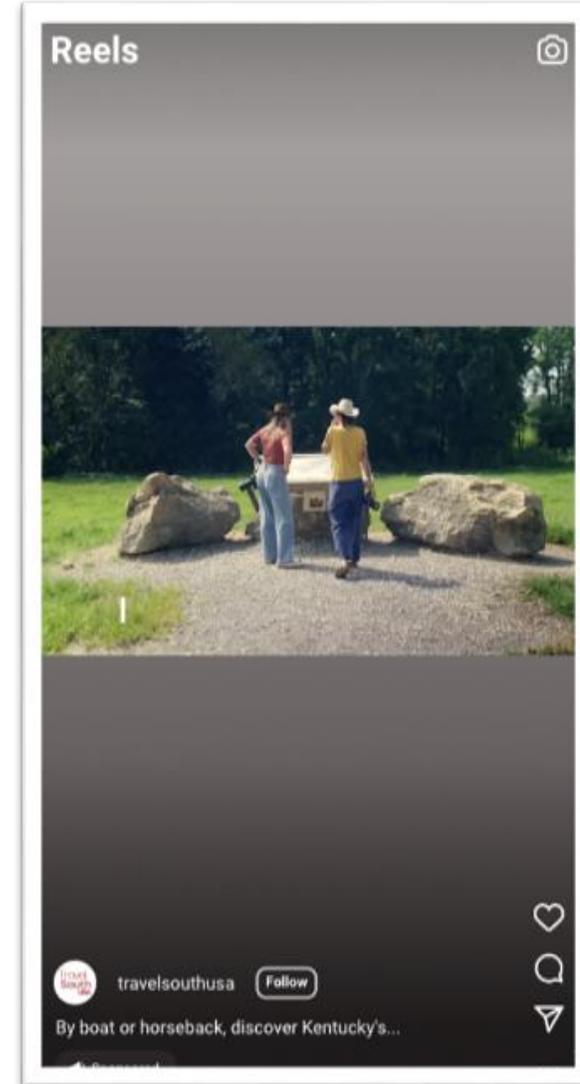
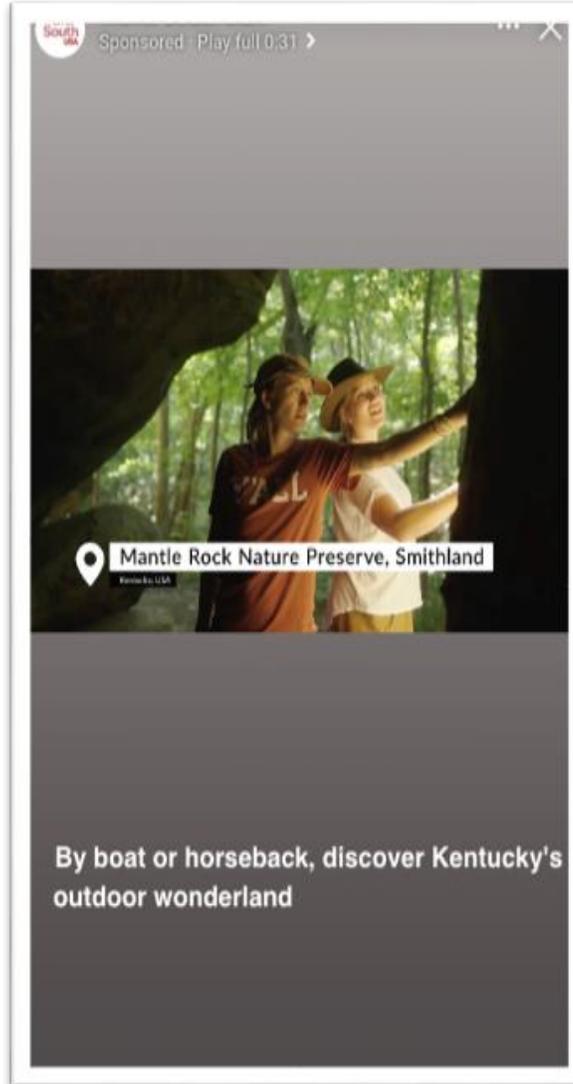
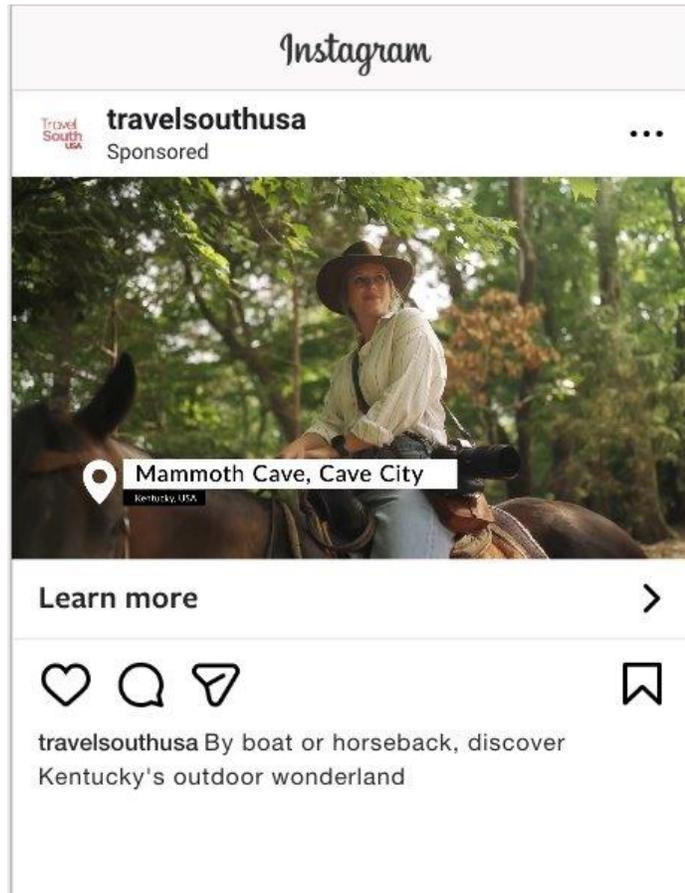


### OnePlus Nord 5 review: does this mid-ranger have the mettle?

★★★★

The OnePlus Nord 5 ditches the metal design of its predecessor, so what does it have to offer for this generation?

# Paid Social



# Escapism Article:

# Tennessee, Kentucky and North Carolina



## OUTDOOR ADVENTURES AWAITS IN TENNESSEE, KENTUCKY AND NORTH CAROLINA

Dust off your hiking boots and pack your swimsuits - here's an outdoors-first route through waterfalls, coves and mountain waterways



Gorges State Park, North Carolina | © Melia Le Roy

PUBLISHED: WEDNESDAY 4TH SEPTEMBER 2025



SPONSORED BY: TENNESSEE TEAM KENTUCKY

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Ein ascending in Cataloochee, North Carolina | © Melia Le Roy

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 views teach restraint. In North Carolina, the highlands and their woodland drainage invite a different attention: trout streams that require quiet, elk meadows that reward patience, gravel routes 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

regions where swimming pools, shared with nearby paddlers about a waterfall's progression means paddling and camping feel immediately possible; it's a place to time your day by sunrise and sunset.



Evening in the Upper Cumberland region | © Melia Le Roy

For adrenaline with scenery, Burgess Falls rewards paddlers who thread their way across Center Hill Lake toward a sequence of four cascading tiers - reaching the base of the tallest waterfall is a rare privilege for those who take to the water. Cummins Falls, meanwhile, is a headliner for hikers: the trail's steep sections lead to a plunge pool that invites a cool, bracing dip after a sweaty approach.

If you prefer slow, measured miles, Sequatchie Valley's long vistas suit riders and walkers alike, and Tennessee's dude and horse ranches offer a restorative, equine-led way to see unhurried country.

### KENTUCKY

Kentucky softens spectacle into scale: a giant underground labyrinth, broad freshwater lakes and tree-lined corridors where history and geology sit cheek by jowl. Mammoth Cave National Park is the state's subterranean magnet - explore mile after mile of the world's longest cave system, then step above ground onto scenic trails or saddle a horse for shaded ridge rides.

Kentucky Lake and the Land Between the Lakes are a twin offering of paddles, coves and dawn fishing: the quiet of a boat at first light is a convincing argument for overnight stays. Mammoth Rock and other handsome formations fold geological theatre into contemplative walking: these are places to bring a slow pair of boots.



Horse riding in Kentucky | © Melia Le Roy

For a coda to any outdoor day, Hidden River Cave layers cave tours and surface trails into one convenient stop - the state's pages point to local guides and seasonal notes.

### NORTH CAROLINA

From the temperate rainforest of Gorges State Park to the trout streams of Maggie Valley, North Carolina is a study in contrasts. Fly-fishing here is intimate: Jonathan Creek in Maggie Valley is a Heritage Trout Waters area where patient casting is met with clear water and well-stocked runs.

Catawba's elk reintroduction has matured into a dependable wildlife spectacle - arrive quietly at dawn and you may watch the herd move through misted meadows. For multi-day variety, Gorges State Park's waterfall network and primitive campsites reward booted exploration; Lake Toxaway offers a gentler, reflective interlude on glassy water or a sunset cruise aboard local boats.



Fly fishing in Maggie Valley | © Melia Le Roy

If gravel hiking is your sport, Transylvania County's gravel roads and singletrack provide miles of runnable terrain, with climbs and descents that feel entirely at home in the Southern Appalachians.

Book your tailor-made holiday with Trailfinders. Find inspiration at [travelsouthnaturally.com](http://travelsouthnaturally.com)

# Influencer Social - @amslebrun



amslebrun · Follow

amslebrun Chasing light all over Kentucky. It's hard to believe one State can be so diverse but here we are! From seeing wild Buffalo, to sunrise fishing, seeking out the coolest roadside motels and riding through the forest on horseback. I've said it once and I'll say it again, don't sleep on Kentucky y'all  
[@kytourism](#) [#TravelKY](#)  
14 w

nicole.chidgey The queen of warm lights ❤️ gorgeous pics!!!!  
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mart.g.wood Love the set 😍!  
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25 August

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# Influencer Social - @amysshorephotography



**amysshorephotography** • Follow  
Kentucky

amysshorephotography • Whilst in Kentucky, we did some horseback riding among many other fun activities (like a drive-in cinema, fishing and seeing buffaloes). We were warned to push away from any trees that our horses rode too close to as to not catch our knees. Well, guess what idiot didn't listen? Me. I was the idiot. I've still got a bruise on my left knee, 4 weeks after returning.

By far my favourite thing to do was something I thought I was going to hate - caving. Squeezing through small gaps of rock on your tummy in pitch black with just a head torch for vision. Turns out I loved it. It made my tummy all fluttery and the physical exertion was something I totally didn't expect. The whole state surprised me with how many lakes, gorgeous trails and caves were around.

So yeah, listen to your guides, kids.

[@KYTourism](#) [#TravelKY](#)

♥ 💬 📌

Liked by [nicole.chidgey](#) and others  
24 August

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# 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

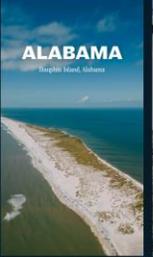
By boat and canoe, gravel-bike and foot, five influential photographers traversed the varied tracks and trails of six Southern U.S. states, capturing life along the way.



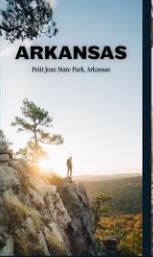
TRAVEL SOUTH  
NATURALLY  
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**ALABAMA**  
Tupelo Island, Alabama



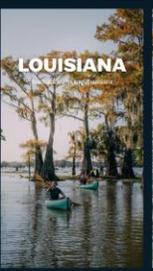
**ARKANSAS**  
Pitt River State Park, Arkansas



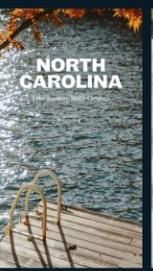
**KENTUCKY**  
Cumberland Falls State Park, Kentucky



**LOUISIANA**  
Bayou State Park, Louisiana



**NORTH CAROLINA**  
The Great Smoky Mountains National Park, North Carolina



**TENNESSEE**  
Bryans Falls State Park, Tennessee



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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 encapsulated 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 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 raven track, 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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All Y'all Are Welcome USA

f t i

# Microsite - Kentucky

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

## KENTUCKY



Kentucky lays claim to icons like Abraham Lincoln and Muhammad Ali, to the sound of Bluegrass and the smooth pour of Bourbon—not to mention the most exciting two minutes in sport, the Kentucky Derby. But look a little deeper, and you'll discover the quieter magic that's long stirred poets, storytellers and musicians: hidden in forests, echoing through caves, and drifting along wild rivers and serene lakes.



**OUTDOORS IN KENTUCKY**

Kentucky's landscapes are as lyrical as the music they inspire. From rolling fields of bluegrass to the mirror-still waters of vast lakes, and from forested ridges to the longest cave system on Earth, the state invites you to wander, paddle, ride and reflect. This is adventure at its most peaceful, most soulful, most beautifully Kentucky.

### TOP OUTDOOR EXPERIENCES

#### 01: KENTUCKY LAKE



Kentucky Lake offers a tranquil escape where glassy waters stretch for miles and time seems to slow. Idle peacefully by kayak or paddleboard... or set off on a gentle postcard cruise. Anglers will find serenity in casting a line—this is one of the best spots in the South for fishing bliss.

[DISCOVER MORE](#)

#### 02: LAND BETWEEN THE LAKES



Land Between the Lakes is a peaceful wilderness where forest trails meet quiet shores and wildlife roams free. Wander beneath towering trees, paddle still coves or pause to watch loons and elk graze in the protected prairie. It's a place to breathe deeply, slow down, and feel nature all around you.

[DISCOVER MORE](#)

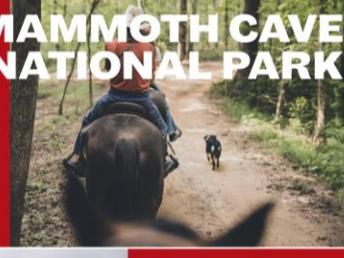
#### 03: MANTLE ROCK



The trail to Mantle Rock is a quiet, contemplative walk through woodland and history. This serene hike leads to a natural sandstone arch and sacred ground along the Trail of Tears. Endorse, dappled light, and soft forest paths invite reflection in a landscape that holds both natural beauty and deep cultural significance.

[DISCOVER MORE](#)

#### 04: MAMMOTH CAVE NATIONAL PARK



Mammoth Cave National Park is a place of wonder, above and below ground. Explore the world's longest cave system, then emerge into peaceful woodlands and rolling hills. Miles of scenic trails await—perfect for a quiet hike or a horseback ride through whispering trees. To a nation's calm, wrapped in ancient mystery.

[DISCOVER MORE](#)

### 05: HIDDEN RIVER CAVE



Tucked beneath the charming town of Horse Cave, the Hidden River Cave tour reveals a secret world of flowing water and cathedral-like chambers. Guided walks lead you deep underground, where dimmer and shadow create a sense of awe. It's a serene, subterranean journey into Kentucky's quiet, hidden depths.

[DISCOVER MORE](#)

### KEY CITIES IN KENTUCKY

#### LOUISVILLE



Louisville is more than a city—it's a way of life. From its historic downtown and vibrant arts scene, to its world-class horse racing and bourbon culture, Louisville has it all. Discover the city's rich history and modern amenities, from the iconic Churchill Downs to the vibrant downtown scene.

[Louisville](#) [Lexington](#) [Northern Kentucky](#) [Bardonia](#) [Bowling Green](#)

### OTHER EXPERIENCES IN KENTUCKY

#### RED RIVER GORGE TREEHOUSES



Living in a tree house, even if it's just for the weekend, can have a powerful effect on your perspective of the world. Just being close to all the energy in the forest and breath taking. The George Cline wants to get you into the canopy by sharing their Red River Gorge tree houses with you.

[Red River Gorge Treehouses](#) [Bourbon Country](#) [Kentucky Derby](#) [Bluegrass Music Hall of Fame & Museum](#) [Covington Museum and NCM Motorsports Park](#)

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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 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

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13 September

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# 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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#### Civil Rights and the Soulful South

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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#### Bluegrass, Bourbon & the Blues

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#### Classic Carolinas

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

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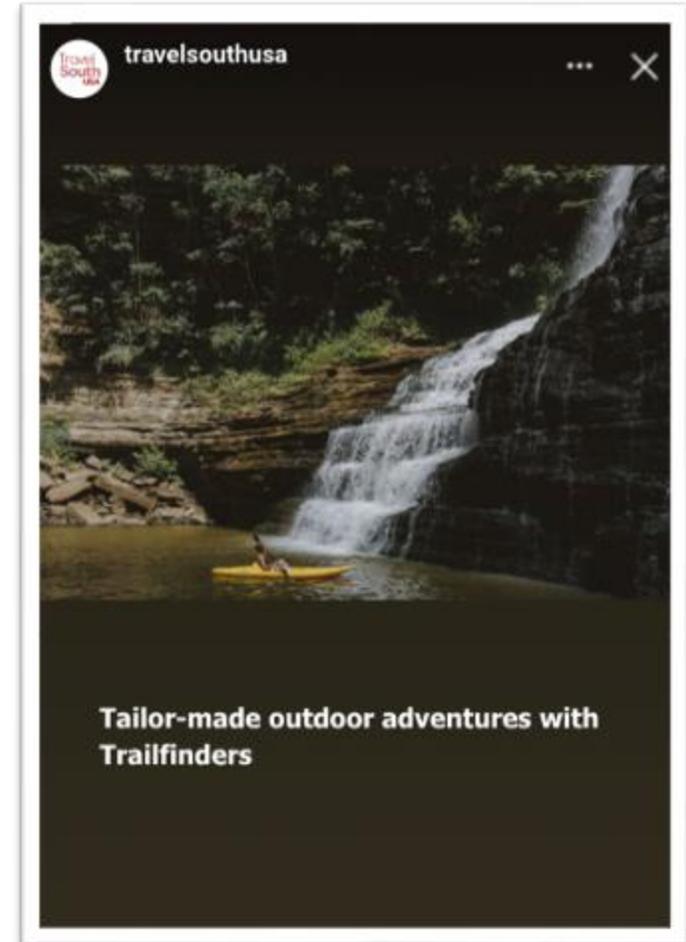
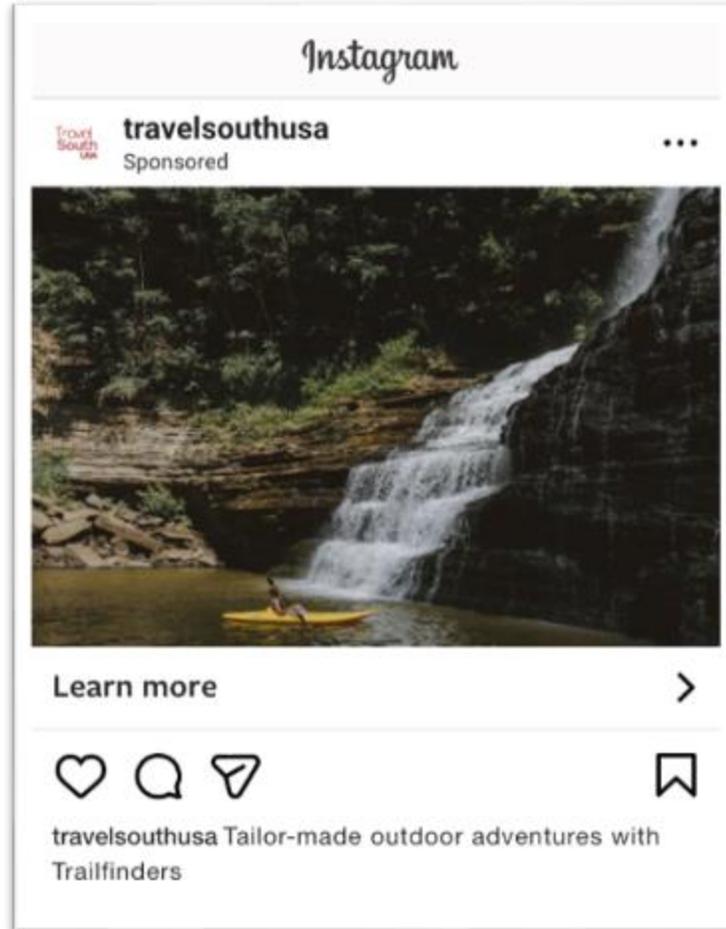
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