

Travel South, Naturally 2.0 Post Campaign Analysis

January 6th , 2025

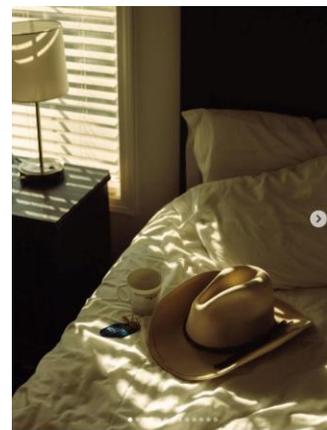
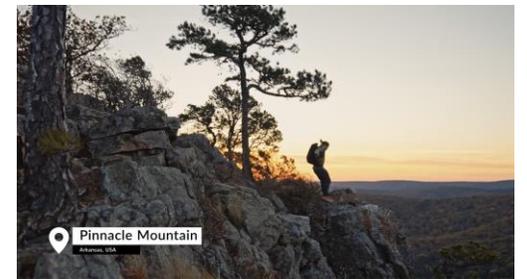
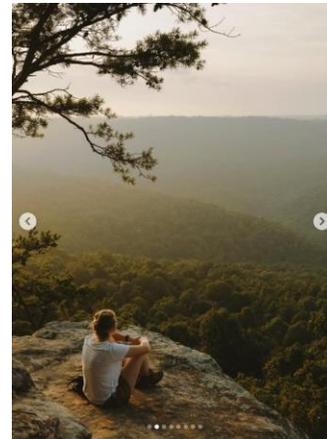
Contents

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



Campaign Background

Campaign Snapshot



Campaign Background

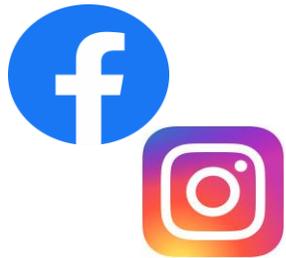
- *Travel South, Naturally 2.0* is the second iteration of this award-winning campaign, using high-impact, video-first storytelling to inspire UK travelers to explore the Southern USA's outdoor and cultural experiences.
- State Partners:
 - **Media Only:** Alabama, Arkansas, Louisiana, North Carolina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

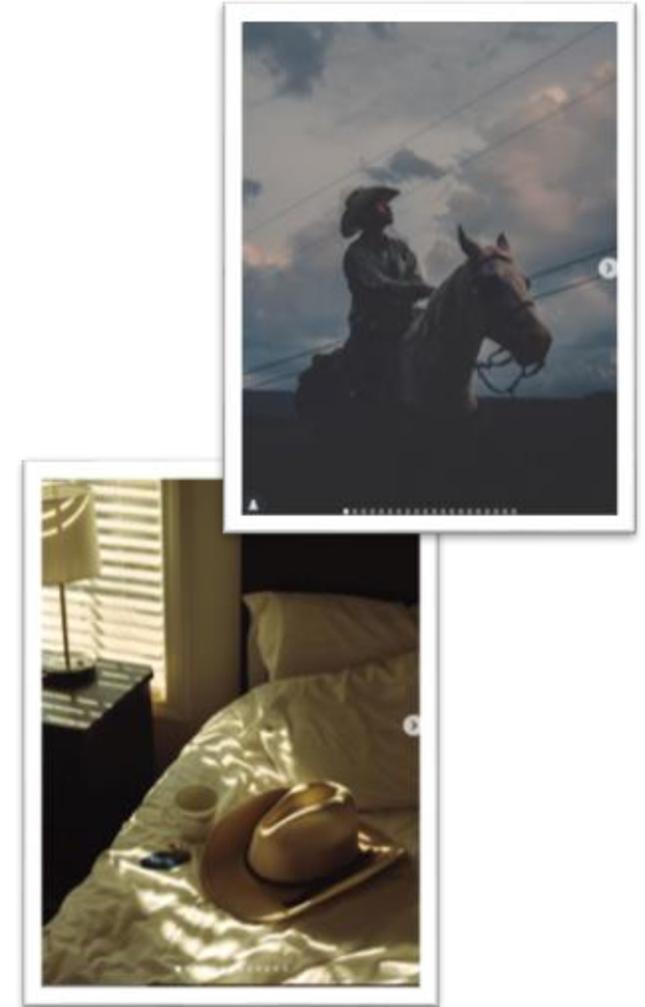


TravelSouth
All Y'all Are Welcome USA



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:

22.8m
Impressions

Against **16.8m** target
equating to 36% uplift

85.7k
Clicks

Equating to **0.38%** CTR
Against a target of **0.20%**

\$10.07
CPM

Against **\$12.73** target
equating to -21% reduction

Additional Results:

2.5x
More likely to
consider

Exposed users more likely to consider
travel to the six states.

\$144k
Added Value

Against a **\$210k** media investment
**media only does not include content
creation/metrics in calculations.*

\$1.7:\$1
ROI Per
Partner

For every \$1 of media spend invested
by the partner, \$1.7 media value was
delivered.

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.



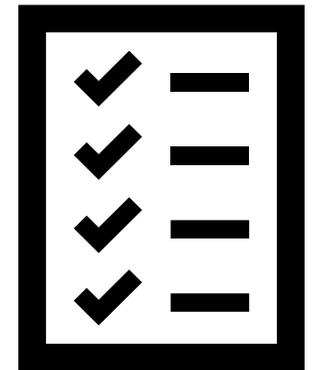
Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

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.

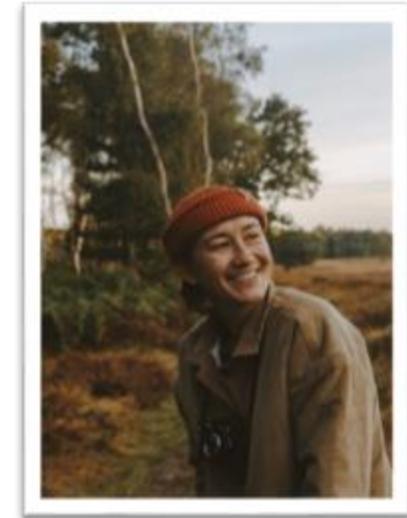
Content Creation Performance

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.

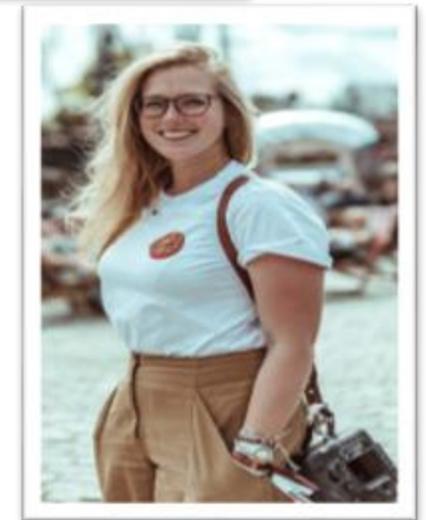
Amelia Le Brun (@amslebrun) - 58.5K followers

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

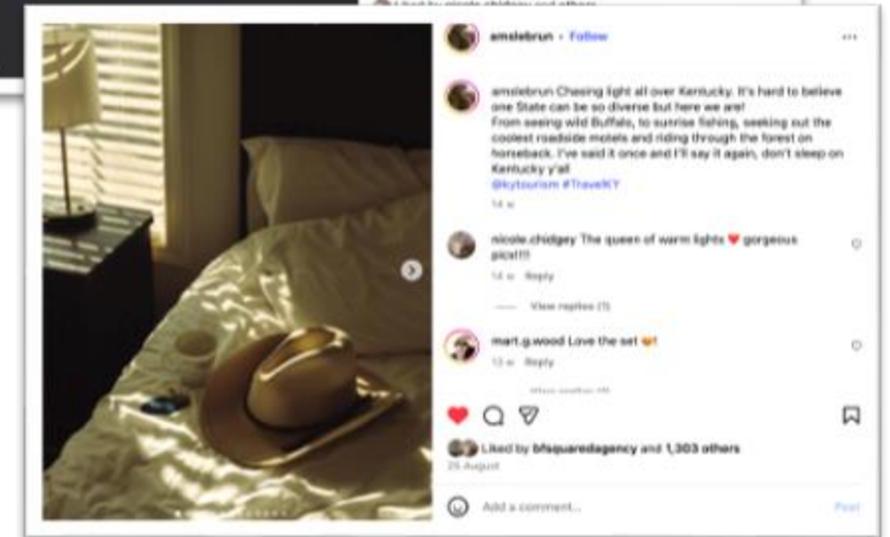
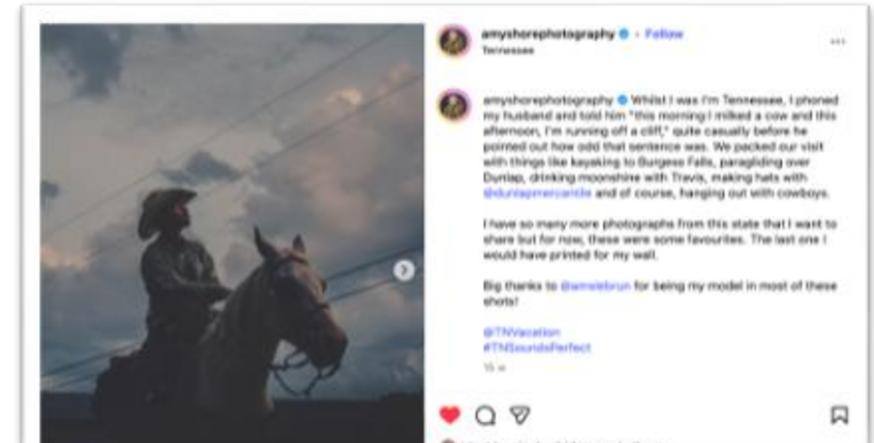
Amy is a lifestyle and automotive photographer with a signature warm, documentary style. She blends adventure and artistry, creating imagery that feels both spontaneous and nostalgic. Known for her work with leading brands in travel and motoring, Amy brings a unique perspective that celebrates craftsmanship,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

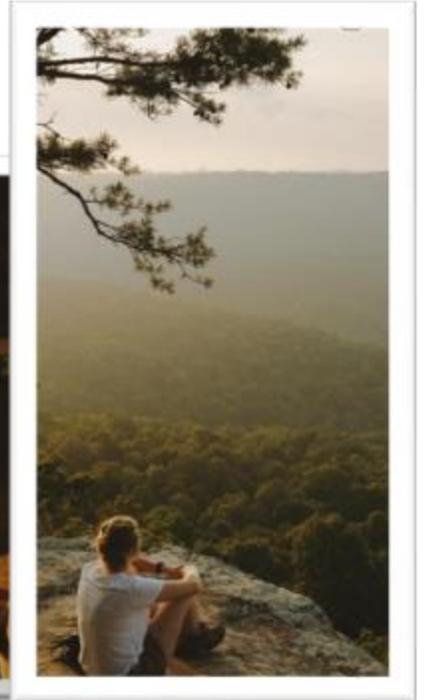
- **641K+ organic impressions delivered (+83% vs. 350K target)**
- **75 Stories + 4 grid posts (plus a bonus post)**
- **3.66% average engagement rate**, driven by authentic, creator-led storytelling



Organic Social Media Performance - Tennessee

- **325K+ organic impressions delivered (+85% vs. 175K target)**
- **38 Instagram Stories + 3 grid posts (incl. bonus post)**
- **4.44% average engagement rate (above benchmark)**

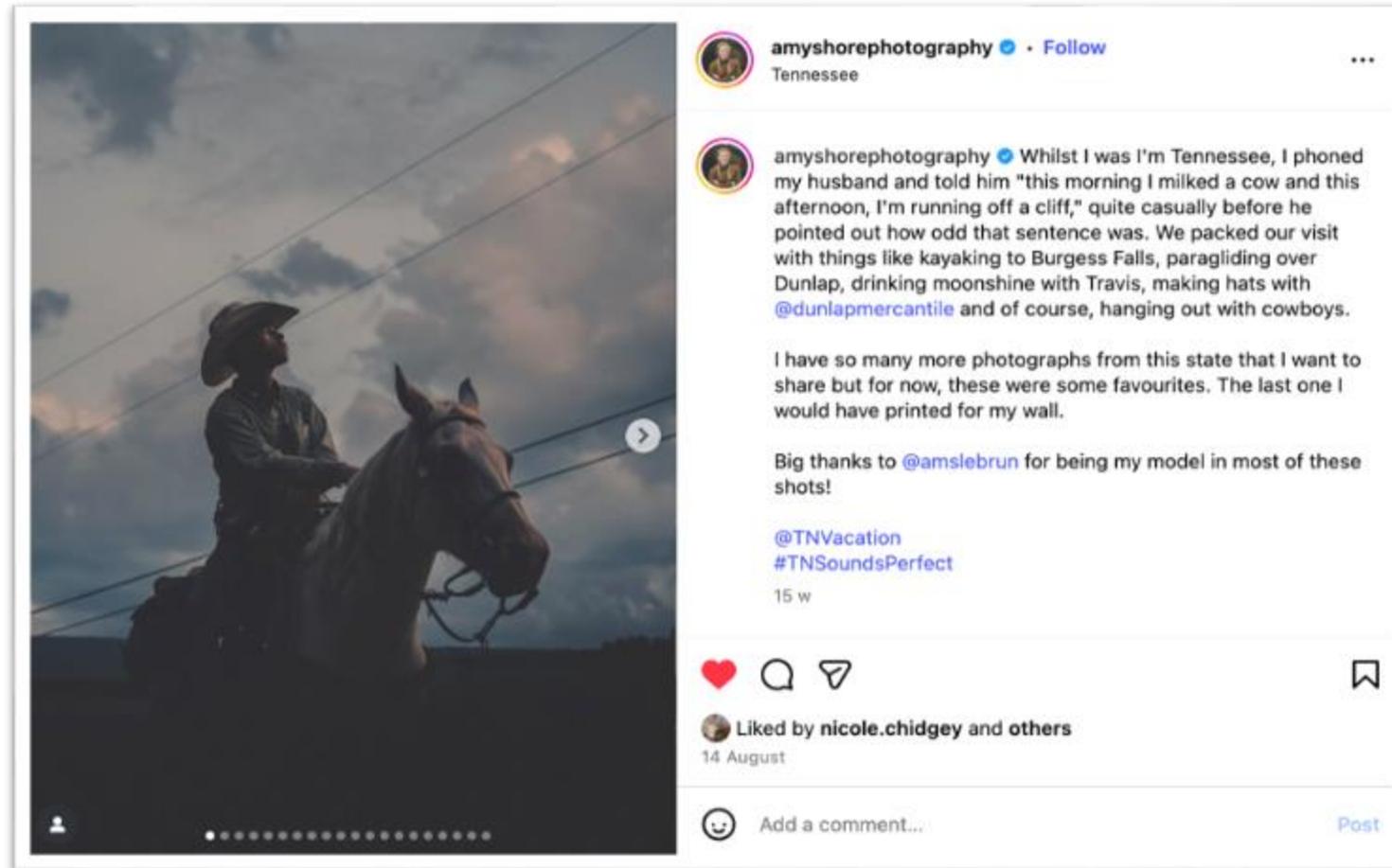
Creator content for Tennessee significantly exceeded targets, delivering strong visibility and meaningful audience connection.



Post	Views	Likes	Comments	Saves
Amy Grid - TN	42918	1743	53	54
Amelia Grid - TN	29182	605	18	21
Amelia Bonus post - TN	15716	681	12	19
Stories combined	235334			
Total	323150	3029	83	94

 amslebrun Every time I visit Tennessee it seems I uncover yet more hidden gems, incredible activities, but most of all, welcoming beautiful people. The south is renowned for that classic charm, and for good reason. Tennessee feels like home, the people like family and the landscapes like nothing else. From jumping off a cliff, waking up for chores on a dude ranch, to discovering a local mercantile. #TNSoundsPerfect @tnvacation

Tennessee Top Performing 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.



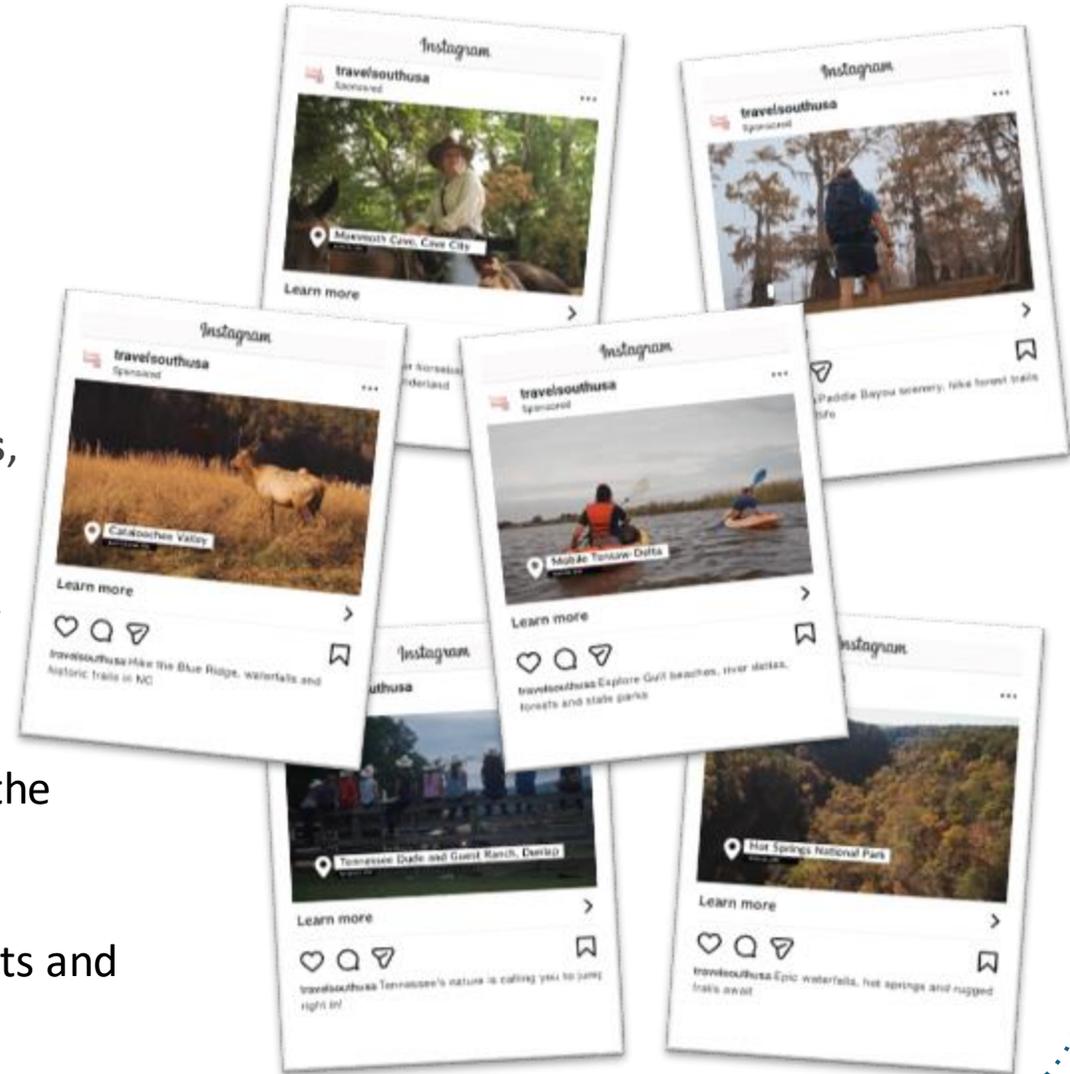
Social Performance

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.

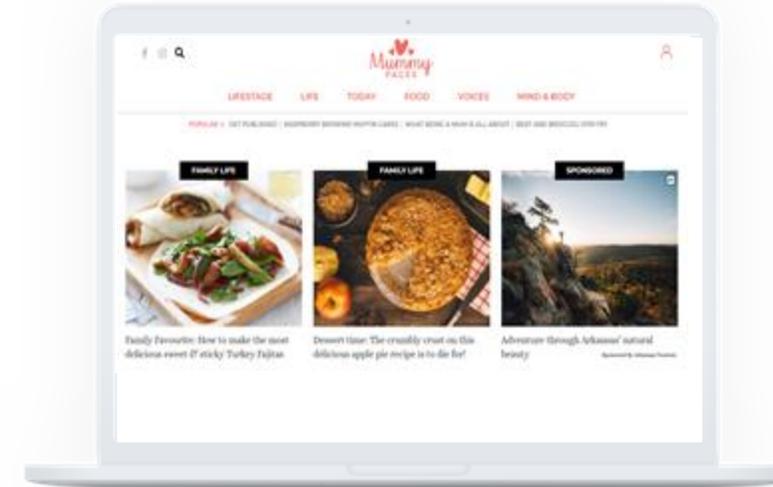
TravelSouth
All Y'all Are Welcome USA

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

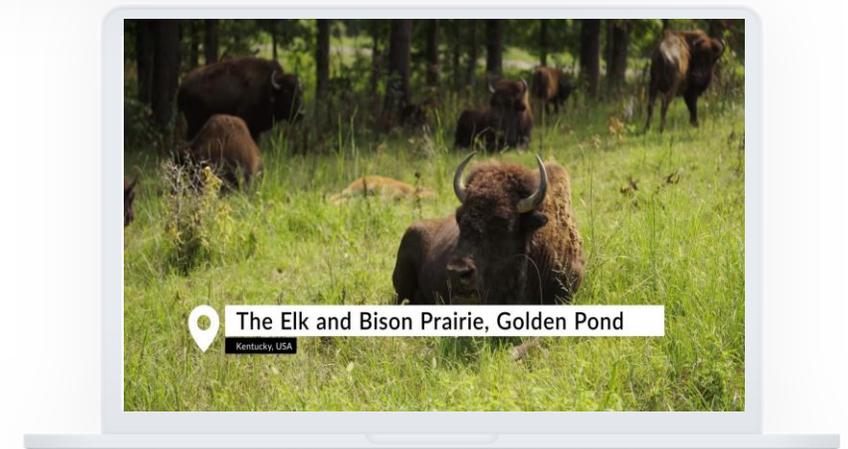
2.9m
Views

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 Benji Hirschfeld, Benji

© James Whitely and Benji

PUBLISHED: THURSDAY 26TH SEPTEMBER 2024

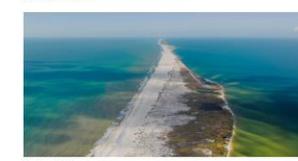
Advertisement

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 2024

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, naturally sees 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

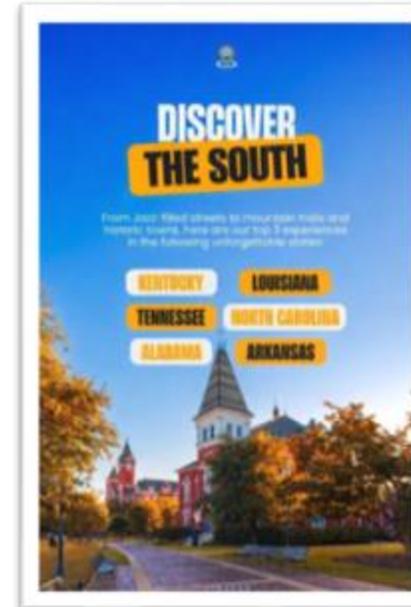
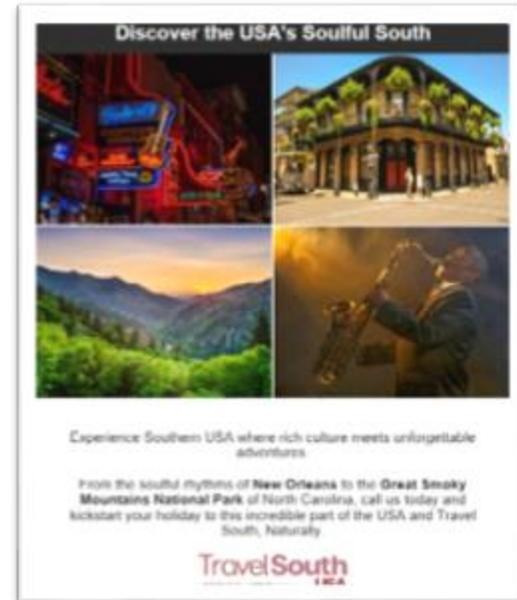
© Mattia La Rosa

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 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

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**

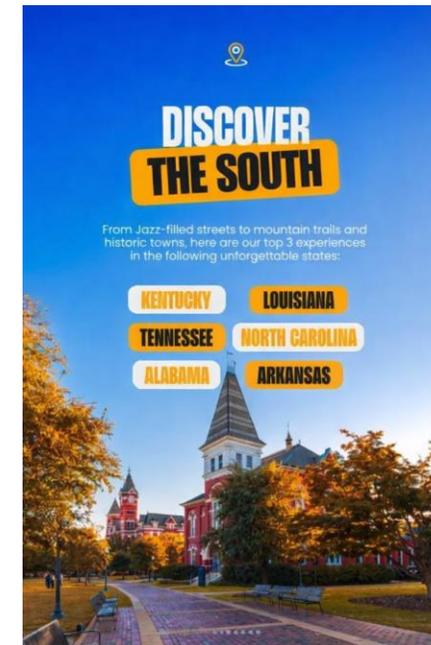
Trailfinders: Performance

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](#)



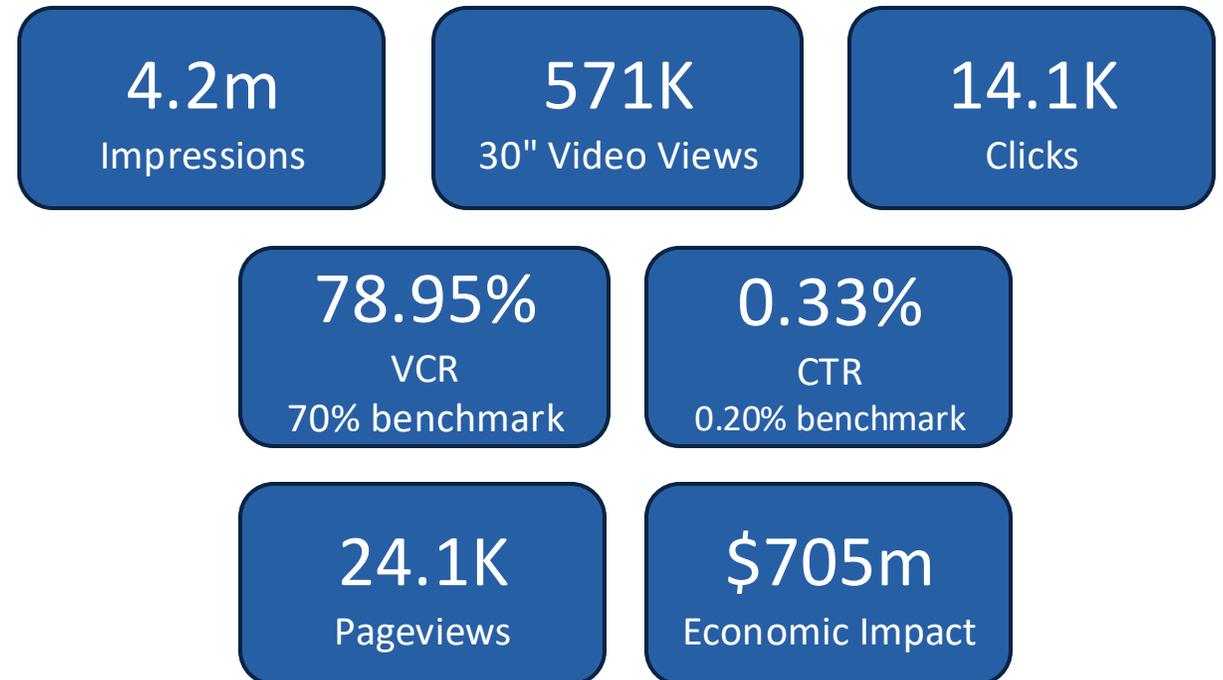
Partner Results

*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.*

Tennessee: Overview

- At **\$35k investment** in media, Tennessee were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Tennessee, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Tennessee (1,759) by pax (758) by ave. daily spend (\$529.50; source: globalstatistics.com).

Tennessee Results



Tennessee – Digital Performance

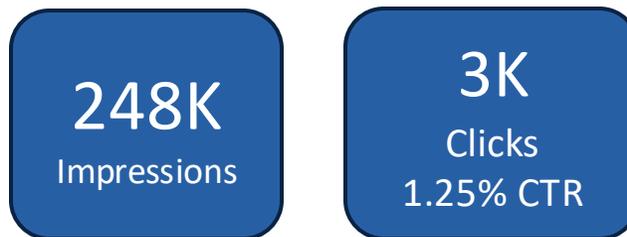
Video-on-Demand 30”:



Outstream:



Native:



Tennessee – Social

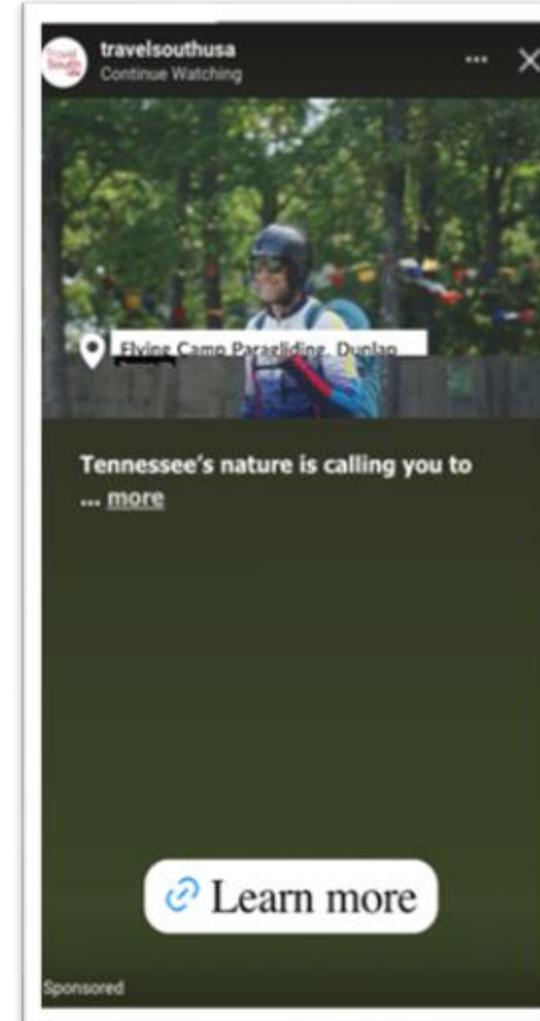
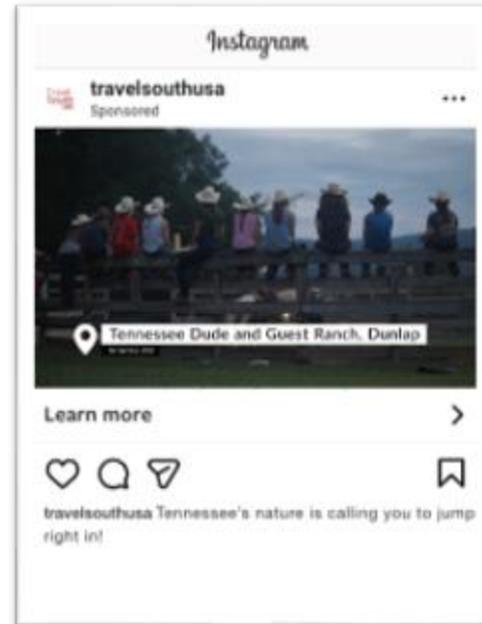
Social:

2.6m
Impressions

2.5K
Clicks
0.10% CTR

283K
Engagements

246K
Reach



Tennessee – Microsite

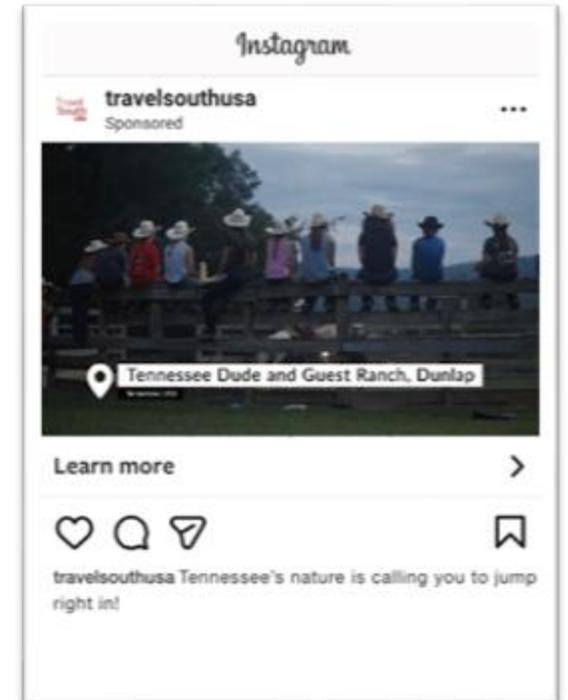
13.9K
Page Views



Tennessee: Creative

TENNESSEE
SOUNDS PERFECT

TravelSouth
All Y'all Are Welcome
USA



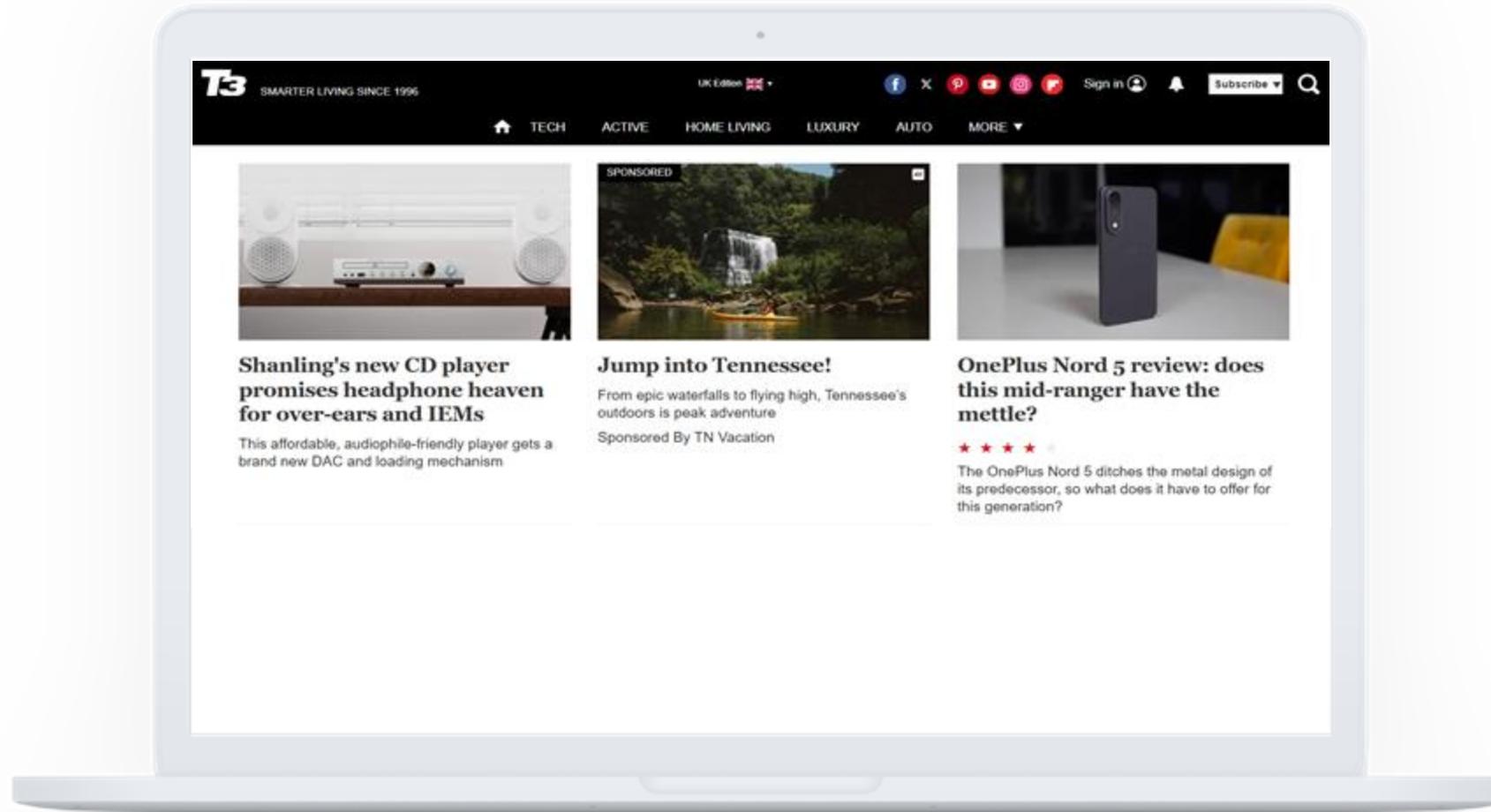
Travel South Naturally 2.0 Proof of Posting

Tennessee

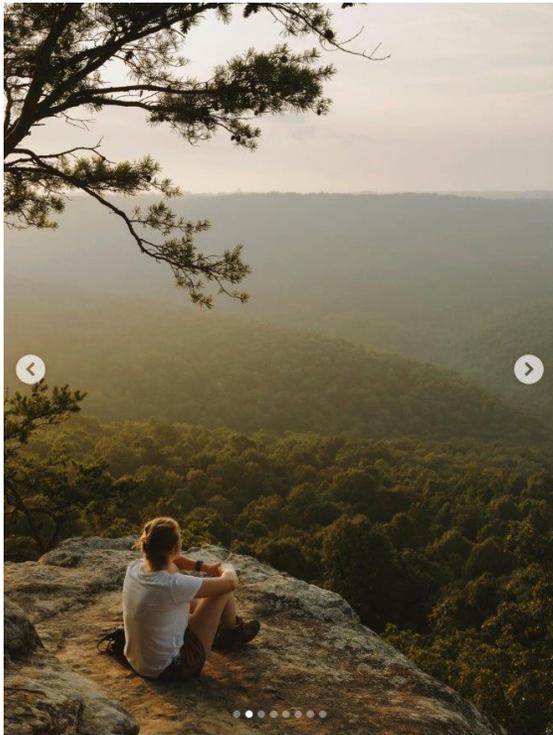
VOD



Native Display



Influencer Social - @amslebrun



amslebrun · Follow

amslebrun Every time I visit Tennessee it seems I uncover yet more hidden gems, incredible activities, but most of all, welcoming beautiful people. The south is renowned for that classic charm, and for good reason. Tennessee feels like home, the people like family and the landscapes like nothing else. From jumping off a cliff, waking up for chores on a dude ranch, to discovering a local mercantile. #TNSoundsPerfect @tnvacation

15 w

nicole.chidgey I see me floating 😍 love yaaaaa and all of these so much!!!

15 w 2 likes Reply

douglasrhall lovelyyyy

15 w Reply

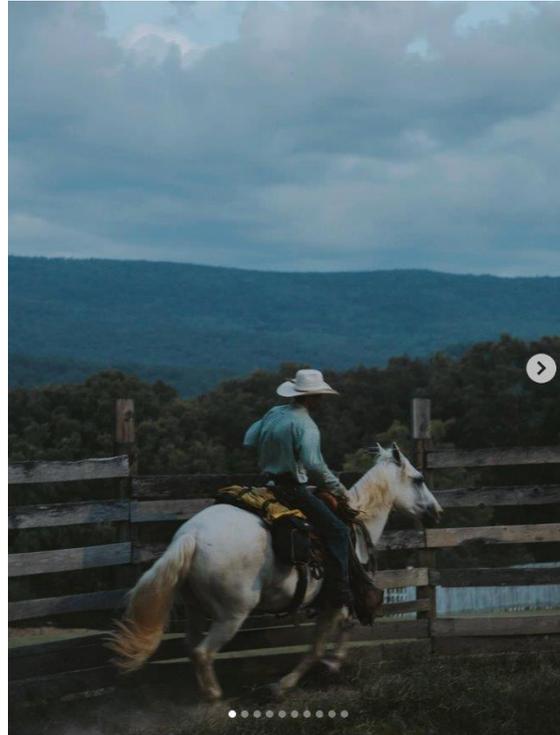
olivier.lei Looks awesome 😊

15 w Replv

Liked by nicole.chidgey and others

15 August

Add a comment... Post



amslebrun · Follow

amslebrun A Tennessee dude ranch appreciation post from an assignment with @travelsouthusa #👑

6 w

nicole.chidgey 🥰🥰🥰🥰 the best! I miss waking to homemade banana bread, meatballs and oats!

6 w 1 like Reply

View replies (1)

ryan.lomas These are gorgeous 🥰🥰

6 w 1 like Reply

View replies (1)

christellebaxter Omg no.4🔥

6 w Reply

Liked by nicole.chidgey and others

20 October

Add a comment... Post

Influencer Social - @amysshorephotography



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 | @Melissa Le Roy

PUBLISHED: WEDNESDAY 4TH SEPTEMBER 2025



SPONSORED BY TENNESSEE TEAM KENTUCKY

There's a practical generosity to good outdoor travel: it's not about ticking off endless landmarks but leaving 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.



Ein ascending in Cataloochee, North Carolina | @Melissa 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 swimming progression moment, paddling and camping feel immediately possible; it's a place to time your day by sunrise and sunset.



Evening in the Upper Cumberland region | @Melissa 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

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 mutated 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 Tomsaw offers a gentler, reflective interlude on glassy water or a sunset cruise aboard local boats.

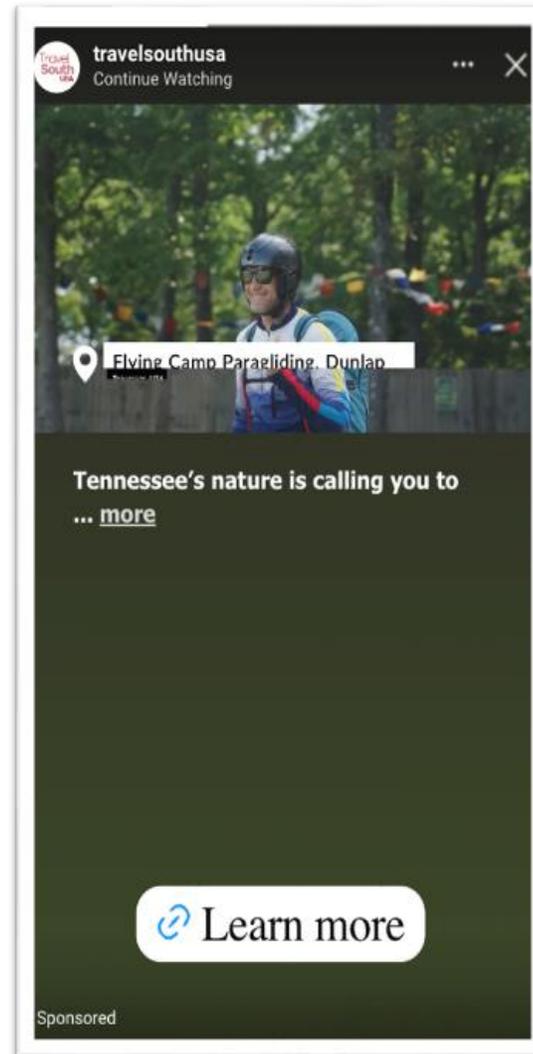
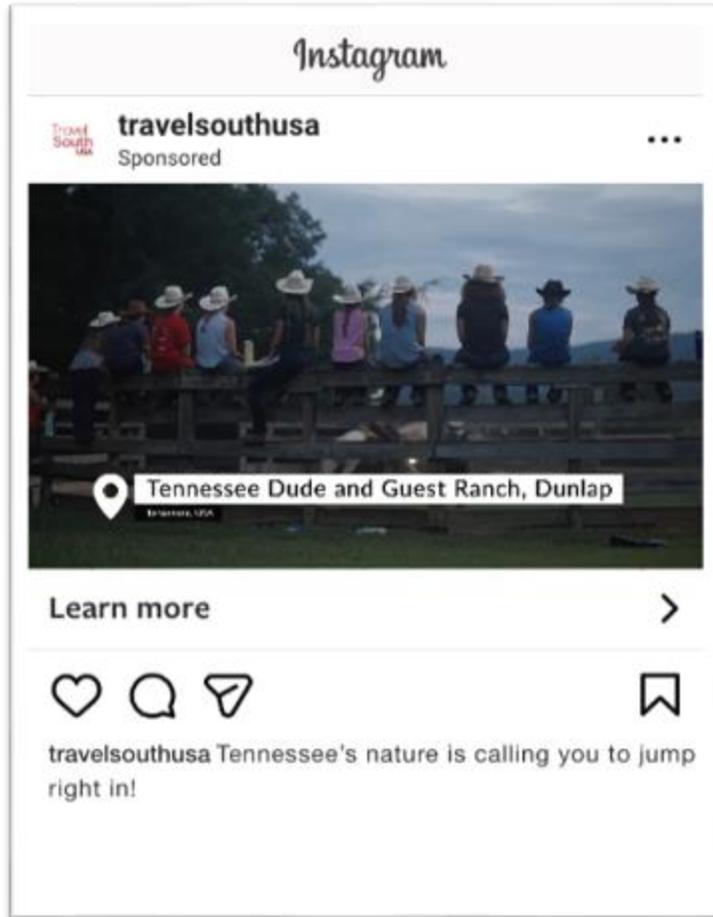


Fly fishing in Maggie Valley | @Melissa Le Roy

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 [travelnaturally.com](https://www.travelnaturally.com)

Paid Social



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

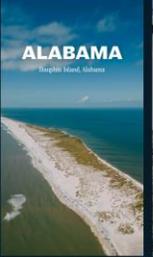
By boat and canoe, gravel-bike and foot, five influential photographers traversed the varied tracks and trails of six Southern U.S. states, capturing life along the way.



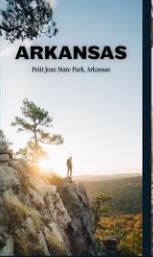
TRAVEL SOUTH
NATURALLY
with

001 / 021

ALABAMA
Tupelo Island, Alabama



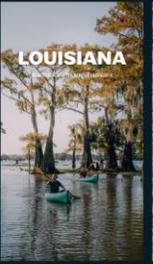
ARKANSAS
Pott State Park, Arkansas



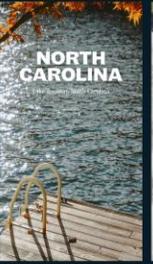
KENTUCKY
Cumberland Falls State Park, Kentucky



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, 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

I have read and agree to the terms and conditions
 I would like to receive third party marketing from Travel South USA
 I would like to receive third party marketing from TravelSouth

ENTER NOW

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 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



TravelSouth
All Y'all Are Welcome USA

f t i

Microsite - Tennessee

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

TENNESSEE



Burgess Falls, Burgess Falls State Park
Tennessee, USA

Tennessee is a place that sings to your soul, where music flows through city streets and nature whispers from every corner. From legendary live venues to mountain roads that wind through breathtaking landscapes, this is a state rich in rhythm, flavour, and adventure. However you explore it, Tennessee leaves a lasting note in your memory.



OUTDOORS IN SOUTH TENNESSEE

Tennessee's great outdoors is calling. Hike to thundering waterfalls, paddle through peaceful valleys, or ride horseback across scenic hills. With star-studded skies and panoramic views around every bend, the state offers boundless ways to connect with nature, whether you're seeking heart-racing adventure or soulful stillness.

TOP OUTDOOR EXPERIENCES

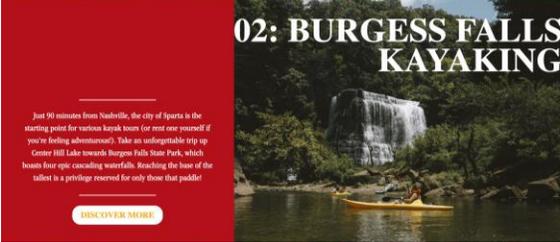
01: UPPER CUMBERLAND



The Upper Cumberland region, nestled between Nashville and Knoxville, is the kind of place that reminds us of the power and significance that our natural environment bestows. From sparkling lakes to mighty coniferous and oak-shaded dark skies, and from stunning waterfalls to undulating hills and valleys, there's an outdoor adventure to match every terrain and landscape.

[DISCOVER MORE](#)

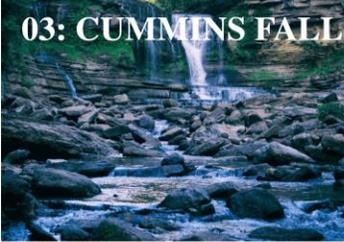
02: BURGESS FALLS KAYAKING



Just 90 minutes from Nashville, the city of Sports is the starting point for various kayak tours (for rent and/or yourself if you're feeling adventurous). Take an unforgettable trip up Center Hill Lake towards Burgess Falls State Park, which houses four epic cascading waterfalls. Reaching the base of the tallest is a privilege reserved for only those that paddle!

[DISCOVER MORE](#)

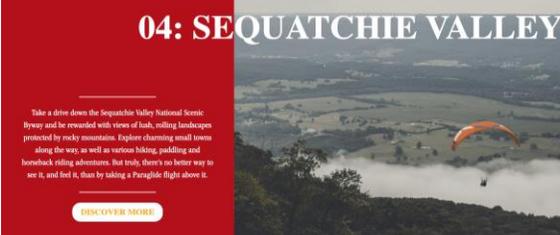
03: CUMMINS FALLS HIKE



Cummins Falls is one of Tennessee's most visited waterfalls. Standing at 75-foot tall, a short hike to the top will allow you to admire this revered swimming spot in all its glory. If you want to refresh with a dip at the base in the same way Jackson and Pamlico locals have been for over 100 years, you'll need a Gorge Access Permit and explorer's spirit!

[DISCOVER MORE](#)

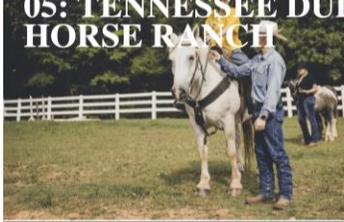
04: SEQUATCHIE VALLEY



Take a drive down the Sequatchie Valley National Scenic Drive and be rewarded with views of lush, rolling landscapes protected by rocky summits. Explore charming small towns along the way, as well as various hiking, paddling and horseback riding adventures. But truly, there's no better way to see it, and feel it, than by taking a Paraglider flight above it.

[DISCOVER MORE](#)

05: TENNESSEE DUDE & HORSE RANCH



Deep in the hills of the Sequatchie Valley, just outside Chattanooga, you'll find one of the friendliest, family-owned Guest Ranches in the South. You'll get your very own ranch horse for your stay to develop your cowboy skills and learn to live off the land. There's also a "Ride and Ranch" option for day visitors, so everyone has the chance to live like the western way!

[DISCOVER MORE](#)

KEY CITIES IN TENNESSEE

MEMPHIS



It's the home of blues, rock 'n' roll and soul... and that soul reaches far beyond the music genre. Drawing up to the city's legendary 901 Club scene as well as its culture. From Graceland to Memphis Botanic Garden to the Beale Street Museum, there's a trip to Memphis is as varied as it is magical.

Memphis Nashville Knoxville Chattanooga Cookeville

OTHER EXPERIENCES IN TENNESSEE

DARK SKIES



Tennessee is a stargazer's dream, and the Tennessee High Sky Trail brings together one incredible viewing spot to check out our country's selected wonders, including the Milky Way. Tennessee also has three International Dark Sky Reserve Parks, including Pickett's CCC Reserve State Park and Fall Creek Park State Park, which offer four astronomy weekends and sky parties.

Dark Skies Sports Tennessee Whiskey Trail Grand Ole Opry Elvis Presley's Graceland

TravelSouth
All Y'all Are Welcome USA

f t i

Trailfinders

Trailfinders

Webpage



Experience the USA's Soulful South

Discover the Soulful South where rich culture meets unforgettable adventures.

From the soulful rhythms of New Orleans to the historic charm of Savannah, the cities of the South draw you into a world of music and history. Beyond the cities never-ending natural beauty with state parks and coastal landscapes - cruise along the mighty Mississippi, kayak Alabama's tranquil lakes or cycle through wild wilderness in Arkansas.

Whatever your interests are **Trailfinders** invite you to experience it all. Call us today and kickstart your holiday to this incredible state. Travel South, Naturally.

TravelSouth
All Y'all Are Welcome USA

Trailfinders

Email Marketing

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](#)



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](#)

Trailfinders

Targeted Email Marketing

TravelSouth
All Y'all Are Welcome USA



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.

TravelSouth
All Y'all Are Welcome USA

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, it says '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

View Insights Boost Post

Liked by lauren.roams and 13 others

13 September

Add a comment... Post

Travel South Naturally Microsite - Trailfinders

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

GETTING HERE

TRAILFINDERS
THE TRAVEL EXPERTS

Book your trip with the experts in travel, Trailfinders. You'll be assigned your own travel consultant, who will tailor make your once-in-a-lifetime trip to the South.

[BOOK NOW](#)

Featured Packages

Rhythms of the South

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

[FIND OUT MORE](#)

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.

[FIND OUT MORE](#)

Bluegrass, Bourbon & the Blues

From scenic Northern Kentucky, including "Bourbon City" Louisville to the music meccas of Owensboro, Memphis and Nashville.

[FIND OUT MORE](#)

Classic Carolinas

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

[FIND OUT MORE](#)

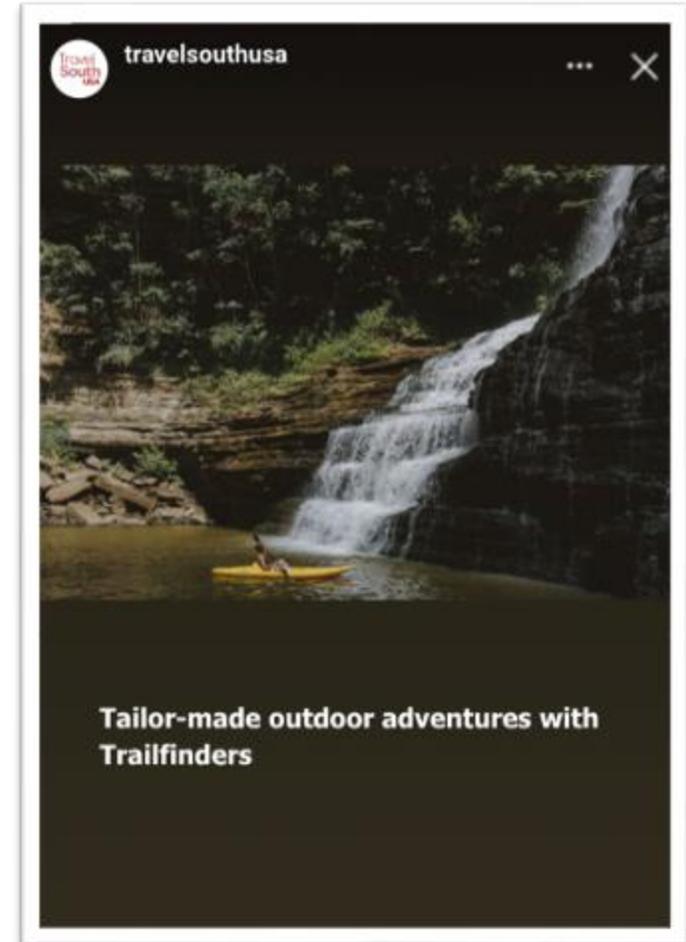
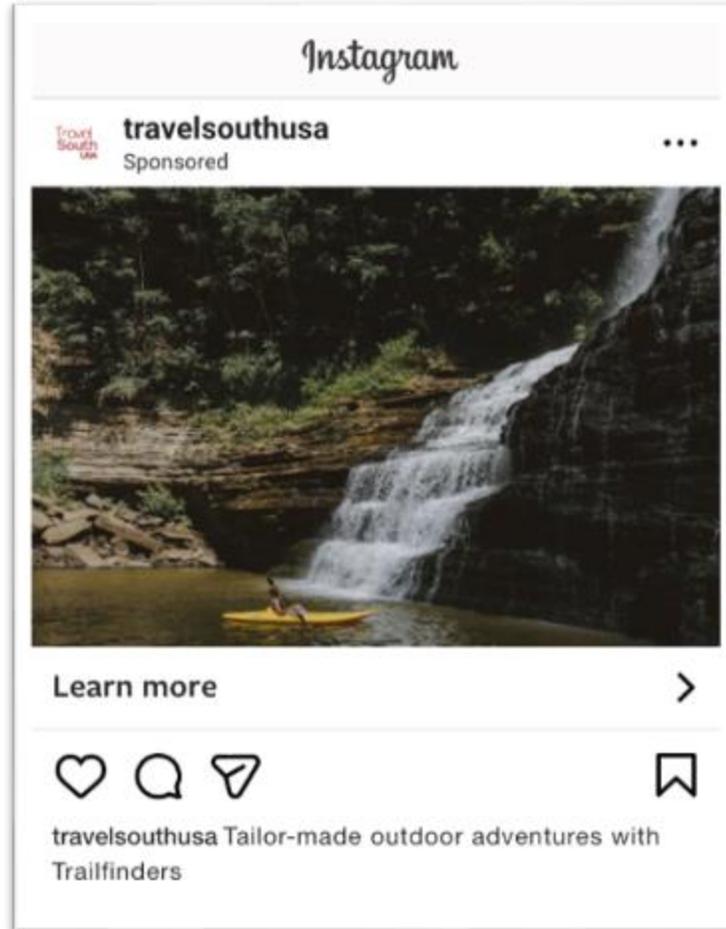
Check out the latest offers from Trailfinders

[BOOK NOW](#)

Travel South
All Y'all Are Welcome USA

[f](#) [t](#) [i](#)

Paid Social



Thank You