

2025-2026 Strategic Business Plan

TRAVEL SOUTH  USA

Blackberry Farm
Walland, Tennessee



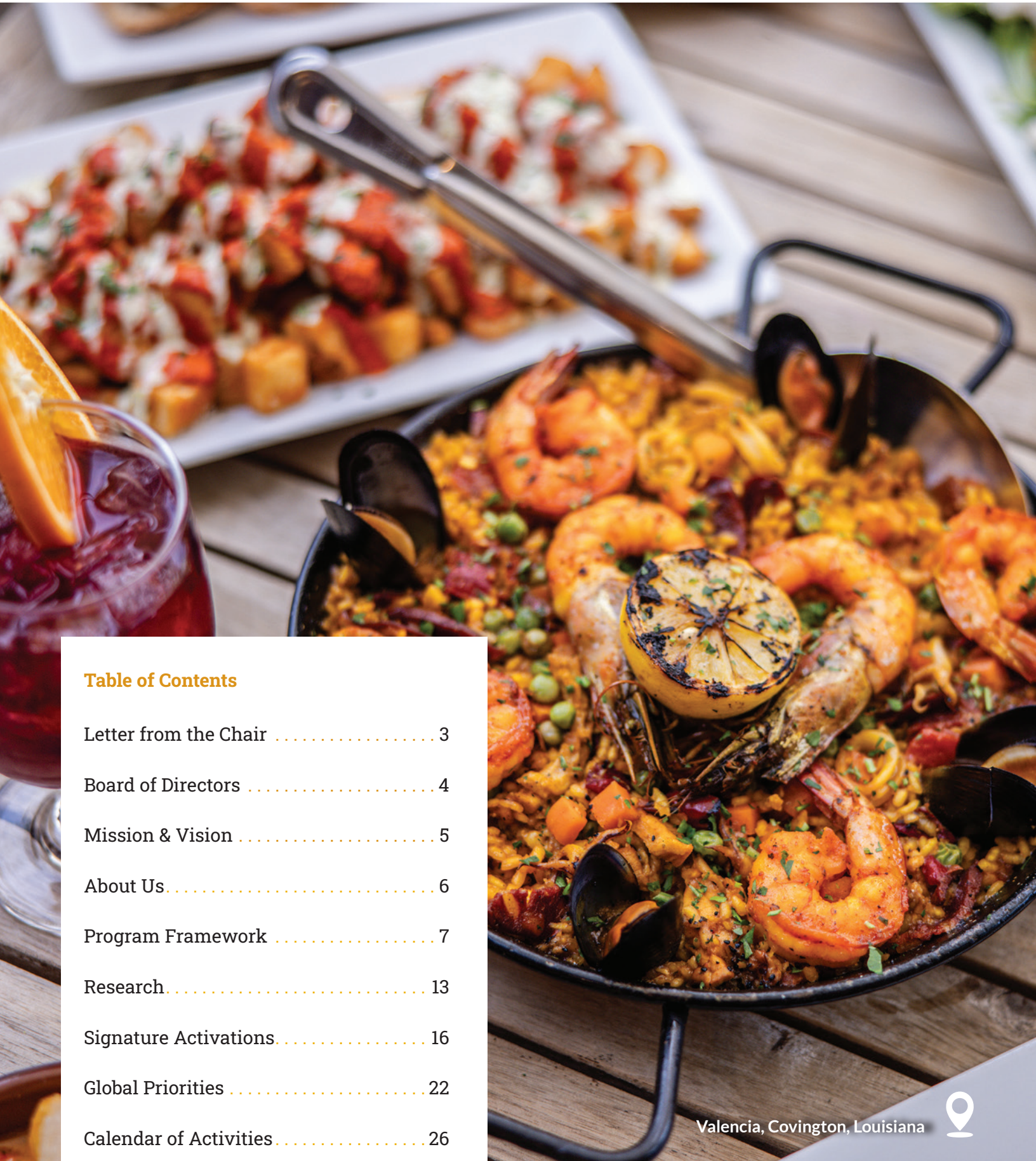


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Valencia, Covington, Louisiana



Letter from the Chair **Fiscal Year 2025/26**

Dear Partners and Stakeholders,

My friends, it is a true honor to greet you as the new Chairman of Travel South USA, and partner with my fellow state travel directors from the twelve Southern states that make up this incredible organization. I am grateful and excited to serve in this role. As we reflect on six decades of momentum, we stay inspired and committed to our group's cooperation and how the collective strength of shared resources has both guided and shaped the strong growth of our region. Together, we've built a legacy grounded in partnership, purpose, and impact.

This FY26 Strategic Business Plan keeps that spirit front and center. It provides a clear, focused path as we invest in B2B2C domestic and global campaigns that deliver a full-funnel approach—from awareness to consideration to conversion. We're deepening our relationships with long-term partners and building new ones with organizations like Brand USA, Michelin North America, Inc., Delta Air Lines, Miles Partnership, the U.S. Travel Association, Rhythms of the South, International Inbound Travel Association, Tourism Economics, Longwoods International, and Esra Calvert Consulting.

We remain committed to our two signature events—**Travel South International Showcase** and **Travel South Global Media Marketplace**—as cornerstone platforms for engaging trade and media across our top twelve origin markets. These events are essential for showcasing the best of what our region has to offer, focusing on hosting valued tour operators and journalists, and experiencing our world-class hospitality.

Our **Global Partner Programming** continues to deliver impressive returns on investment through dedicated, year-round consumer and trade initiatives, with eight full-time offices and four project-based contracts, including our newest partners, Sartha Global Marketing in India. The **Global Innovation Challenge** is a shining example of best-in-class cooperative marketing, offering states and city DMOs the opportunity to pool resources and amplify their presence across digital, print, and social channels, as well as during event marketing opportunities.

The strength of our cooperation has also empowered us to champion landmark initiatives such as the **U.S. Civil Rights Trail Marketing Alliance's** efforts toward World Heritage designation, and the **Michelin Guide to the American South**, the first regional collaboration of its kind in the United States.

Our ability to drive growth, innovation, and prosperity in the South is unmatched. Let us move forward together to showcase the authentic **food, music, culture, and outdoor experiences** that define our region to a global audience. We are not only building a more competitive and connected South—we are boldly pursuing a shared vision to reach **\$10 billion in international spending** and ensure the world knows the American South as a must-visit destination.

Thank you for your ongoing support, partnership, and trust. I am excited for the journey ahead.

Warm regards,

TRAVEL · SOUTH  USA



Mark Ezell

Commissioner, Tennessee Department of Tourist Development,
FY26 Chairman of the Board of Directors,
Travel South USA

2025-26 Board of Directors



INCOMING CHAIR
Mark Ezell
*Commissioner, Tennessee
Department of Tourist
Development*



VICE CHAIR
Wit Tuttell
*Executive Director,
Visit North Carolina*



SECRETARY
Rochelle Hicks
*Director,
Visit Mississippi*



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Office of Tourism*



Duane Parrish
*South Carolina Department
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Rita McClenny
*President/CEO, Virginia
Tourism Corporation*



Chelsea Ruby
*Secretary, West Virginia
Department of Tourism*



Liz Bittner
*President/CEO,
Travel South USA*

Mission & Vision

MISSION

To establish the tourism industry as a leading sector of the Southern USA's economy and the South as a top-tier global destination through our marketing, sales, public relations, and strategic partnerships

VISION

A Thriving Southern USA that authentically welcomes the world

VALUES: We believe in . . .

Value - We are driven to create opportunities and results for our twelve states and their partner destinations

Partnership - We collaborate and build sustainable relationships

Passion - We are confident in who we are and committed to the work we do

Ingenuity - We are bold, innovative, and willing to take risks

Y'all - We embody the spirit of authentic southern hospitality for all



Dadeville, Missouri
Sailboat on Stockton Lake in Stockton State Park





About Us

POSITION

Travel South USA is the official regional Destination Marketing Organization of the Southern USA. We work collaboratively with our twelve states and their partner destinations to increase visitation and spending and promote the South to key global markets through:

- Thought leadership, industry research, sharing of best-practices, global ready trainings, and economic analysis
- Global marketing programs, including direct-to-consumer, cooperative media programming, travel trade partnerships, and earned media outreach
- Leveraging resources for trade shows, sales missions, familiarization tours, and innovative lead generation programs
- Programs to help destinations better plan for and accommodate global audiences

HEADQUARTERS

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Director, Global Recruitment & Sales

Ivonne Nicholas
Director, Global Marketing
& Communications

PROGRAM FRAMEWORK



Hilton Head Island, South Carolina
Darius Rucker and friends shucking oysters



FY26 GLOBAL MARKETING PLAN

OBJECTIVE

Inspire, engage, and convert global travelers by showcasing the authentic experiences of the American South—ultimately driving international visitation and contributing to the region’s shared goal of **\$10 billion in international visitor spending**.

Awareness • Consideration • Conversion • Advocacy
Measurement & Evaluation

1 AWARENESS

Strategy:

Build global awareness of the South as a culturally rich, welcoming, and must-visit destination, while promoting broader regional exploration, including rural areas and lesser-known communities.

Tactics:

- **Launch the Refreshed “Welcome All Y’all” Campaign**
Use this unified brand message to embody Southern hospitality and cultural inclusivity, spotlighting real people and authentic stories from across the region.
- **Align Media Buys with Brand Pillars**
Tie Global Innovation Challenge campaigns to key traveler interests-music, food, culture, and nature-across connected TV, digital, and print platforms.
 - **Feature Southern Cuisine in Gastro Obscura's Recipe Hub (USA)**
 Highlight local dishes and culinary stories of participating states via a content partnership with Gastro Obscura. Each participating state will be featured in a dedicated recipe article, promoted via a new Recipe Hub (launching Fall 2025), supported by social, email, and display media to drive domestic culinary-inspired travel.
 - **Launch media campaign and host immersive activation at Family Traveller Live Show (UK) (March 2026)**
 Present participating states as a family-friendly destination with media campaign on-site engagement, including: live music and storytelling, southern-inspired food tastings and chef demos, iconic photo stations (e.g., dark skies backdrops, baby alligators), VR/AR experiences of key attractions, travel planning stations, and itinerary giveaways, booking incentives through travel sellers.

Awareness Tactics *continued*

- **Activate “See You in the South” with The Independent (UK):**
Deliver high-visibility editorial features and branded storytelling to position the South as open, vibrant, and welcoming.
- **Launch “The South by Locals” with Wanderlust (UK)**
Share authentic first-person photo essays and narratives from Southern residents that showcase the people and places that make the region unique.
- **Build on the Travel South Naturally 2.0 Campaign (UK)**
Building on the success of the original campaign with a refreshed UK-facing initiative promoting the South’s nature-based, sustainable, and wellness travel experiences, through editorial features, digital media, influencer partnerships, and a partnership with Trailfinders.
- **Drive International PR Coverage**
Leverage Global Media Marketplace (GMM) events to build strong relationships with international travel editors, journalists, and influencers. Offer media kits and press trips to secure premium placements in leading travel, lifestyle, and cultural publications.
- **Capitalize on the Michelin Guide: American South Launch (Nov 2025)**
Coordinate teaser campaigns, chef and restaurant spotlights, and a global media blitz to position the South as a top-tier culinary destination.

2 CONSIDERATION

Strategy:

Deepen engagement and influence trip-planning behavior among high-intent international travelers and global travel trade professionals.

Tactics:

- **Mobilize our Global Program Offices**
Harness the reach and connectivity of our 8 Global Programming offices in Australia/NZ, Benelux, Brazil, Canada, France, India, Italy, and the Nordic Region – with additional project work in the UK/Ireland and German-speaking Europe to fuel localized product development and promotion.
- **Produce Trade Events & Missions**
Host the Travel South International Showcase, RTO Product Development Workshop, Pan-European Road Shows, and the Australia Mission to educate and connect with key operators and agents.
- **Publish Travel South USA Global Tour Planners**
Deliver multilingual print and digital guides in collaboration with Phoenix Publishing/Essentially America. Share through Travel South’s channels and syndicate across trade networks.
- **Curate and Deploy Shareable Content**
Collect from State Tourism Offices and Champion Cities content to be used for multiple purposes: newsletters, social media, and owned channels focused on food, music, culture, and the outdoors for global distribution.

Consideration Tactics *continued*

- **Support Digital and Print-Ready Assets for Tour Operators and Travel Advisors**
Work with State Tourism Offices, DMOs, and suppliers to increase contract-ready offerings, ensuring a strong mix of lodging, attractions, and experiences, including up-to-date product guides, and themed itineraries.
- **Activate High-Impact Co-ops**
 - **America Unlimited 2026 Destination of the Year (Germany):**
Feature the participating states and city destinations in the South as 2026 Destination of the Year with integrated campaigns and training.
 - **Hays Travel The Sounds of the South (UK):**
Launch “Sounds of the South” campaign highlighting participating states focused on musical heritage and themed experiences.
 - **Where Music Was Born (Australia):**
Promote participating states and city destinations in the South through digital, trade partnerships with Chris Watson Travel & HelloWorld Travel, along with media efforts targeting music lovers.
- **Training Travel Advisors**
Conduct virtual and in-person sessions that highlight regional entry points, themed routes, and experience clusters across food, culture, music, and the outdoors.



Grandfather Mountain, North Carolina
 Mile High Swinging Bridge During Sunrise



3 CONVERSION

Strategy:

Convert traveler interest into bookings by offering accessible and compelling travel products, leveraging strategic partnerships, and utilizing trackable offers.

Tactics:

- **Use Sojern for Intent-Based Targeting**

Deploy programmatic ads based on real-time search behavior to reach travelers actively researching U.S. trips. Monitor campaign performance using Sojern's tracking and attribution tools.

- **Engage Receptive Operators & Distribution Channels**

Collaborate with top inbound platforms that offer bookable hotels, attractions, multi-state and themed itineraries, and flexible trip packages.

- **HBX (Hotelbeds):**

Expand global trade ecosystem reach with the largest B2B wholesaler in the world

- **HTS (Hopper Technology Solutions):**

Attract mobile-first, price-sensitive travelers

- **ATI (AmericanTours International):**

Include South in global FIT and group itineraries

- **Bonotel Exclusive Travel:**

Highlight upscale/boutique lodging

- **America 4 You:**

Promote flexible FIT self-drive itineraries and co-op programs

- **Discover Destinations:**

Offer custom group and FIT programs in key markets such as India and Mexico

- **Always open to more partnerships**

4 ADVOCACY

Strategy:

Inspire past visitors to become passionate storytellers and brand ambassadors—fueling ongoing global interest and future travel.

Tactics:

- **Leverage Platinum Alliance Partnerships, Gold DMO Champion Cities, and Travel South USA Ambassadors**

Recognize and amplify voices that champion the South through Travel South USA's partnership and participation programs.

- **Collect Surveys & Testimonials**

Use follow-up surveys and feedback loops to gather insights and quotes for future marketing and PR content.

5 MEASUREMENT & EVALUATION

Strategy:

Ensure data-driven decision-making and demonstrate the impact of marketing investments through robust research, performance tracking, and economic analysis.

Tactics:

- Data Stewardship by Esra Calvert Consulting (ECC)**
Engage Esra Calvert Consulting for strategic integration and oversight. Esra's team manages the flow and synthesis of data across all sources, delivering quarterly and monthly insights to guide future investments.
- International State Tourism Dashboard (Tourism Economics, an Oxford Economics company)**
Invest in state-level international travel intelligence via the Tourism Economics dashboard, providing standardized insights into visitor volume, spending, and seasonal trends. This supports strategic planning and benchmarking across partner states.
- Deeper Dive Reports**
Update and distribute Travel South customized Deeper Dive reports focused on high-priority source markets for each state and by country. These reports synthesize traveler behavior, motivations, and competitive positioning to inform campaign messaging and product development, produced in consultation with ECC.
- Future Partners, Survey of International Travelers Annual reports**
Future Partners conducts regular surveys of international travelers in key source markets to measure awareness, intent, perception, and message resonance. These insights help benchmark brand health, identify shifting preferences, and optimize future campaign strategies.
- Utilize Global Partners Intelligence**
Access real-time travel trends and deep market analytics from Global Partners who are in-market to track global tourism trends, geopolitical influences, currency shifts, and industry disruptors-providing critical foresight for decision-makers and stakeholders.
- Align KPIs Across Funnel Stages**
Define and track key performance indicators across each stage of the marketing funnel-including digital reach, trade engagement, PR impressions, and conversion tracking-to ensure alignment with overarching goals.
- Invest in the RMI TRIP Report™**
To gain actionable insights of international trade partners performance, support, ROI measurement and inform strategies.

RESEARCH

Travel South USA supports global marketing programs in Asia, Europe, North America, Oceania, and South America, each with its distinct characteristics and visitor behaviors. We continue to work to provide the highest level of insights and research that help inform strategy, tactics and messaging for the Travel South USA region and state-specific attributes. We use commissioned studies designed by Tourism Economics, Brand USA, Future Partners, and Esra Calvert Consulting, as well as published reporting from Global Partner Representative firms and co-op partner reporting, to focus our resources where we will gain market share.

Morrilton, Arkansas
Cedar Creek Falls



Travel South USA **When Data Fuels Collaboration**

THE CHALLENGE

To better understand international market dynamics, Travel South USA, the regional destination marketing organization for the Southern United States, needed to unify insights from multiple data sources to empower its multi-state partnership network with strategic insights.

KEY ISSUES

Fragmented data landscape resulted in plenty of data, but too much noise. Time-consuming and inefficient process translating data into actionable insights. Need for clear, data-driven insights to guide decisions for member partners. Fostering a collaborative culture across state lines. Demonstrating clear impact to partners and stakeholders.

OUR SOLUTION

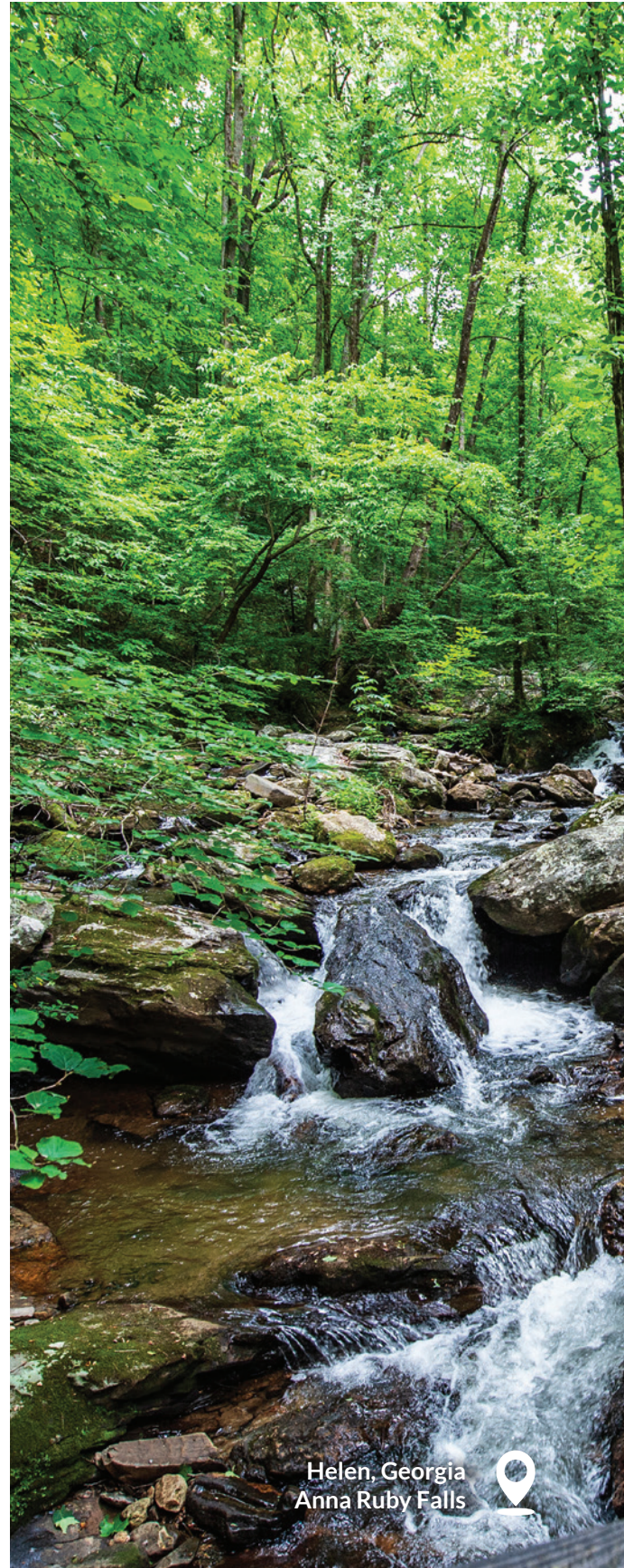
A human-centric framework and new kind of KPI—Keep Partners Informed. Shifted focus from ‘data for the sake of data’ to how the Travel South partners can use insights collectively for strategic clarity. Developed a human-centered approach that aligns data with business strategy while ensuring utility, flexibility and function.

A 5-LEVEL FRAMEWORK BUILT AROUND ALIGNMENT

- A** Align data with organizational strategy
- L** Leverage data for strategic clarity
- I** Integrate different sources of data
- G** Guide stewardship and standardize processes
- N** Nurture a culture of continuous improvement

THE RESULTS

Established a culture of continuous improvement.



Helen, Georgia
Anna Ruby Falls



Travel South USA **When Data Fuels Collaboration**

- Data Stewardship
- International State Tourism Dashboard
(Tourism Economics, an Oxford Economics company)
- Future Partners International
- State Deeper Dive Reports
- International Profiles by Market
- Monthly Global Pulse Reports
- Presentation during TSUSA Events
- Global Partner Market Insights
- Coming Soon – Travel Trade Trip Reports™



Future Partners

Alabama's International Visitor Economy TRAVEL·SOUTH USA

Highlighting the State's Global Interconnectivity



Outlook

- By 2025, forecasted to reach **\$512 million** and **296,000** visitors

US Inbound Travel Rebound – Key Markets


- International inbound spending is expected to decline by 3% from 2024, an 11% decrease compared to 2019.
- **Japan, India and Brazil** are projected to grow in 2025, with **Sweden and Australia** remaining flat.
- Fueled by visitors from **United Kingdom/Ireland, DACH Region, Canada, India, Brazil, Japan, France, China, South Korea, and Italy**, accounting for **62%** of the state's 2023 international tourism expenditures

Exports by Market

- **3,000** companies exported **\$27 billion** worth of goods
- Exports to **Germany, Canada, China, Mexico, Japan and South Korea** are among the top origin markets of visitation
- **India and China** account for half of the international student population
- **64%** of visits are non-business related

Mississippi's International Visitor Economy TRAVEL·SOUTH USA

Highlighting the State's Global Interconnectivity



Outlook

- By 2025, forecasted to reach **\$141 million** and **125,000** visitors

US Inbound Travel Rebound – Key Markets

- International inbound spending is expected to decline by 3% from 2024, a 16% decrease compared to 2019.
- **Japan, India, Brazil and South Korea** are projected to grow in 2025, with **Sweden and Australia** remaining flat.
- Fueled by visitors from **DACH Region, Canada, United Kingdom/Ireland, Australia, France, Brazil, Benelux, the Nordics, India and South Korea**, accounting for **64%** of the state's international tourism expenditures

Exports by Market

- **1,500** companies exported **\$14 billion** worth of goods
- Exports to **Canada, Mexico, and Benelux** are among the top origin markets of visitation
- **India and China** account for three out of ten of the international student population
- **84%** of visits are non-business related

TRAVEL·SOUTH USA

International Profiles



EU PRIMARY MARKETS
UNITED KINGDOM & GERMANY

April 2025





SIGNATURE ACTIVATIONS

Decatur, Alabama
Big Bob Gibson Bar-B-Q



NEW – OCTOBER 6-8, 2025

Travel South USA RTO Product Development Workshop, Franklin, TN

Receptive tour operators are key distribution and sales partners. In 2024, a small group met with the senior leadership at ATI in California for 1.5 days and held very productive discussions about product development, marketing programming and goal setting. The outcome was very positive.

This year we will be expanding the retreat and inviting Travel South Global Champion city DMO's to participate in a "Product Development Workshop." We will invite 10 top receptive tour operators who specialize in inbound tourism to come together to discuss, develop, and refine their tourism products.

This two-day retreat will move beyond the "speed dating" conversations and include workshop sessions, panel discussions, and networking to develop new tour packages, refine experiences, and create detour destination itineraries that cater to different traveler interests and demographics.

- **Workshop sessions:** Brainstorming new tour themes, itinerary variations, and unique experiences.
- **Panel discussions:** Experts sharing insights on emerging trends, sustainability practices, and guest expectations.
- **Networking opportunities:** Connecting with other operators, local suppliers, and industry partners to build relationships and explore collaboration possibilities.



Tennessee
Franklin Main Street in the Fall





INTERNATIONAL SHOWCASE

Kansas City, MO
November 30 - December 4, 2025

The Travel South International Showcase is not just a gathering, it's a platform for business growth. As the premier international appointment-style marketplace event in the South, we bring together over 400 tourism professionals for three days of intensive meetings. Our goal? To increase the number of visitors, length of stay, and spending in the South. With over 100 carefully selected international buyers from more than 19 countries, this is your opportunity to expand your business. Join us and watch your business soar.



TRAVEL SOUTH USA HONORS NIGHT December 1, 2025



The Travel South USA Ambassador Awards, presented by Miles Partnership are given annually to tour operators, airlines, DMOs, agencies, and state personnel who make prominent contributions to the tourism economy of the South. Our gala Honors Night Dinner recognizes exceptional contributions in driving international visitors and spending to the South. Travel South USA Ambassadors go above and beyond in their support, creating more visitors and increasing spending in the South through innovative promotional efforts that feature the South.



FAM TOURS December 4-7, 2025

At the Travel South International Showcase, we believe in the power of first-hand experiences. That's why we offer one of the best FAMILIARIZATION programs in the country, curated for small groups of 10 to 15. Our program features accommodations, attractions, and experiences that showcase the authentic charm and unique food, music, culture, and outdoor offerings of the South and focus on what a tour operator can SELL! It's a unique opportunity to discover and expand your tour products.





Mobile, Alabama
Candice Kalb/Chasing Candice



TRAVEL SOUTH GLOBAL MEDIA MARKETPLACE & FAMS

Media FAMS • April 22-27, 2026

Mobile, Alabama • April 27-30, 2026

The **Travel South Global Media Marketplace** is an exclusive, invitation-only event that connects top international journalists, influencers, and content creators with tourism leaders from all 12 Southern U.S. states. Designed to foster meaningful relationships and high-impact storytelling, the event features one-on-one appointments, collaborative networking, and curated media programming. A hallmark of the experience is the **bespoke media familiarization (FAM) tours**, which immerse global media in authentic, compelling travel experiences across the South—from vibrant cities to cultural corridors and scenic byways. These tours are customized to align with each participant's editorial interests and uncover fresh story angles.

The event also celebrates excellence in travel journalism through the **Travel South Media Ambassador Awards**, presented by **Miles Partnership**, recognizing international media professionals who elevate the South's global visibility through outstanding coverage. Altogether, the Marketplace is a catalyst for international earned media, driving awareness, visitation, and appreciation for the diverse destinations that define the American South.

Registration opens September 2025.

A SMARTER WAY TO SELL THE SOUTH



Introducing a Transformative Format for Sales Missions

Travel South USA is excited to introduce a bold new format for sales missions—designed to be more efficient, targeted, and business-generating than ever before.

Pan European Welcome All Y'all

A Smarter Way to Sell the South

March 16-20, 2026

Paris/London

Australia/New Zealand Welcome All Y'all

A Smarter Way to Sell the South

June 15-18, 2026

WHY THIS NEW FORMAT?

More Value

We're moving away from traditional multi-stop tours with 100+ attendees. Instead, we're bringing key partners together in a single, strategically chosen destination. The result? More face time, less travel, and higher return on investment.

Stronger Conversations with Tour Operators

This new format encourages meaningful, one-on-one discussions—conversations that go beyond introductions. Together, we'll explore opportunities for product development, itinerary expansion, and collaborative promotional strategies that drive measurable visitation and revenue. These aren't just meetings—they're working sessions designed to turn ideas into bookings.

Market Intelligence You Can Use

Partners will gain direct access to key international markets, with invaluable insights into current travel trends, buyer expectations, and consumer demand. This firsthand knowledge empowers all of us to position ourselves more effectively and refine our offerings to increase our appeal.

Elevated Media Engagement

With an exclusive setting and curated agenda, state delegations and ambassadors will build authentic relationships with leading travel media. These connections spark compelling stories, press trips, and long-form editorial coverage that amplify your brand and drive interest.

CONSUMER ACTIVATIONS

FAMILY TRAVELLER LIVE EVENT
Twickenham/London, UK
March 21-22, 2026

Family Traveller Live – UK’s Premier Family Travel Event

Family Traveller Live is the UK’s leading consumer-facing event dedicated entirely to family travel inspiration and planning. Hosted by *Family Traveller*, the trusted media brand for travel-loving parents, this dynamic live show brings together highly engaged audiences and top-tier travel brands under one roof for a full day of interactive experiences, expert panels, and hands-on discovery. The Immersive Format is not a static tradeshow—expect live storytelling, influencer appearances, and curated experiences that immerse attendees in the world of travel.

Why It Matters for the Travel South Region

- A unique platform to showcase our family-friendly experiences, multi-generational itineraries, and school-holiday travel options to UK consumers at the point of decision-making.
- A chance to build direct relationships with families, gather feedback, and grow brand awareness in one of the South’s most valuable international markets.
- In partnership with Hays Travel, we have a strong call to action for booking trips to the South.

GOOD FOOD & WINE SHOW
June 19-21, 2026
Sydney, Australia

Good Food & Wine Show – Sydney’s Premier Culinary Event

The Good Food & Wine Show is Australia’s leading consumer food and wine festival—an immersive, high-energy celebration of flavor, craft, and culinary creativity. Hosted in Sydney, one of the country’s most vibrant food cities, this multi-day event attracts thousands of passionate foodies, wine lovers, and travel-curious consumers seeking their next indulgent experience. Not just a tasting floor—this is a curated journey featuring chef demonstrations, masterclasses, interactive pairings, and artisan showcases that encourage deep brand engagement.

Why It Matters for the Travel South Region

- A powerful opportunity to position our destination as a **must-visit for culinary travelers**, spotlighting regional cuisine, food festivals, wine trails, and hands-on experiences that resonate with gourmet-minded Aussies.
- High-value audience with a **higher-yield visitors** who travel for food, wine, and authentic cultural discovery.
- In partnership with a tour operator for a strong call to action in booking trips to the South.



Mount Vernon, Virginia



Savannah, Georgia



TRAVEL SOUTH USA GLOBAL PRIORITIES

Fayetteville, West Virginia
New River Gorge



TRAVEL SOUTH USA GLOBAL PARTNERS

The Global Partner Program is a cooperative international marketing initiative that helps Travel South USA states and partners increase visibility, drive visitation, and expand market share in key international markets.

Through a “pay-to-play” model, participating states pool resources to fund year-round, in-country promotional efforts in Canada, Europe, Latin America, Asia, and Oceania. Each regionally tailored program includes a suite of value-added marketing, trade, and media services—from consumer campaigns to trade show participation and earned media outreach.

By working together, GPP partners amplify their impact, benefit from shared insights, and secure greater return on investment than they could achieve independently.

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Charlotte, North Carolina
Charlotte skyline from Fahrenheit Restaurant

Travel South USA Global Priorities

FY 2025- 2026

Travel South USA and partner investments are prioritized by countries/regions projected to provide over \$100M in revenue, airlift available, visitor profile, and opportunities to create value for our stakeholders. We invest in trade, managed media, owned media channels and consumer co-op campaigns offering collaborative programming for the top regions worldwide which cover 80%+ of our international visitor origin markets.

CONTINENT	COUNTRY/ REGION	PROGRAMMING	PRIORITIES			
			Trade	Managed Media	Owned Media	Consumer
Europe	United Kingdom/Ireland	TSI/GMM FAMS + Owned Media + Innovation Challenge	✓	✓	✓	✓
	Germany/Austria/Switzerland	TSI/GMM FAMS + Owned Media + Innovation Challenge	✓	✓	✓	✓
	Nordics - NO/SW/DN/FI/IC	TSI/GMM FAMS + GPP+ Owned Media	✓	✓	✓	✓
	France	TSI/GMM FAMS + GPP+ Owned Media	✓	✓	✓	✓
	The Netherlands/Belgium	TSI/GMM FAMS + GPP+ Owned Media	✓	✓	✓	✓
	Italy	TSI/GMM FAMS + GPP+ Owned Media	✓	✓	✓	✓
Canada	Canada	TSI/GMM FAMS + GPP + Owned Media + Innovation Challenge	✓	✓	✓	✓
Oceania	Australia/ New Zealand	TSI/GMM FAMS + Owned Media + Innovation Challenge	✓	✓	✓	✓
South America	Brazil	TSI/GMM FAMS + GPP + Owned Media	✓	✓	✓	
Asia	India	TSI/GMM FAMS + GPP + Owned Media	✓	✓	✓	
	Japan	TSI + FAMS	✓			

TSI - Travel South International Showcase + FAMS
 GMM - Travel South Global Media Marketplace & FAMS
 Owned Media - Travel South Owned Media Channels
 Innovation Challenge - Co-Op Marketing Campaigns



St. Louis, Missouri
Chain of Rocks Bridge

CALENDAR OF ACTIVITIES

The Global Partner Program is a shared advertising, marketing and sales program serving the need to grow and extend our global messaging into countries that state tourism offices would otherwise not have the resources to invest in alone. In a pay-to-play model, participating states utilize collective funds that are used to contract in-country representatives that provide year-round promotional efforts, execute marketing campaigns, aggressively seek earned media and work closely with ongoing partners' efforts.



AUSTRALIA/
NEW ZEALAND



AUSTRIA



BENELUX



BRAZIL



CANADA



FRANCE



GERMANY



INDIA



IRELAND



ITALY



JAPAN



NORDIC



SWITZERLAND



UNITED
KINGDOM

* PROJECTS ONLY

Event **Timeline**

2025			
Category	Date	Description	Location
Travel Trade	October 6-8, 2025	RTO Product Development Workshop	Franklin, TN
Industry Meeting	October 28-30, 2025	U.S. Civil Rights Trail Connectivity Conference	Atlanta, GA
Consumer	November 3, 2025	MICHELIN Guide Ceremony American South	Greenville, SC
Travel Trade & Trade Media	November 30-December 4, 2025	Travel South International Showcase	Kansas City, MO
	December 4-7, 2025	Travel South Super FAMs	Arkansas, Kentucky, Missouri, Tennessee, Virginia
2026			
Category	Date	Description	Location
Travel Trade & Media	March 16-20, 2026	Pan European All Y'all Are Welcome	Paris, France & London, UK
Consumer	March 21-22, 2026	Family Traveller Live Show UK	London/Twickenham, UK
Media	April 22-27, 2026	Travel South Global Media FAMs	ALL 12 states
	April 27-30, 2026	Travel South Global Media Marketplace	Mobile, AL
Travel Trade & Media	June 15-18, 2026	Australia All Y'all Are Welcome	Auckland, NZ & Sydney, AU
Consumer	June 19-21, 2026	Good Food & Wine Show	Sydney, AU

PLEASE CHECK THE WWW.TRAVELSOUTHUSA.ORG REGULARLY FOR ACTIVATIONS & EVENTS WHERE TRAVEL SOUTH STAFF ARE IN-MARKET 'SELLIN THE SOUTH'



Hot Springs, Arkansas
Bathhouse Row, the grandest collection of bathhouses of their kind in the nation



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Alabama

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SOUNDS PERFECT

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LOVERS

WEST
VIRGINIA

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