

Travel South All Y'all Are Welcome USA



Stories, Flavours, and Adventures of the American South

Travel South All Y'all Are Welcome USA

INTERNATIONAL TRAVEL PLANNER RESULTS:
2025-2026

**Phoenix
International
Publishing**

DIGITAL FLIPBOOKS:

UK

<https://online.pubhtml5.com/wicz/qnhj/>

German

<https://online.pubhtml5.com/wicz/cqxn/>

Portuguese

<https://online.pubhtml5.com/wicz/ygze/>

Spanish

<https://online.pubhtml5.com/wicz/xgbz/>

French

<https://online.pubhtml5.com/wicz/xjqo/>



INHALT

08

Regionalkarte & wichtige Flughäfen

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Stadtgespräch

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Berühmte Roadtrips des Südens

Fotos:

Seite 26: Gorge Underground, Kentucky; Seite 36: Little Bradley Falls, North Carolina; Seite 44: Low Country Küche, South Carolina; Seite 52: Natural Bridge, Alabama; Seite 64: Sun Studios, Memphis, Tennessee; Seite 76: The Ozark Lodge, Missouri

2025 - 2026 PLANNER RESULTS: HIGHLIGHTS



PARTNER PARTICPATION: 35 Total Partners participated: 8 State and 28 DMO's

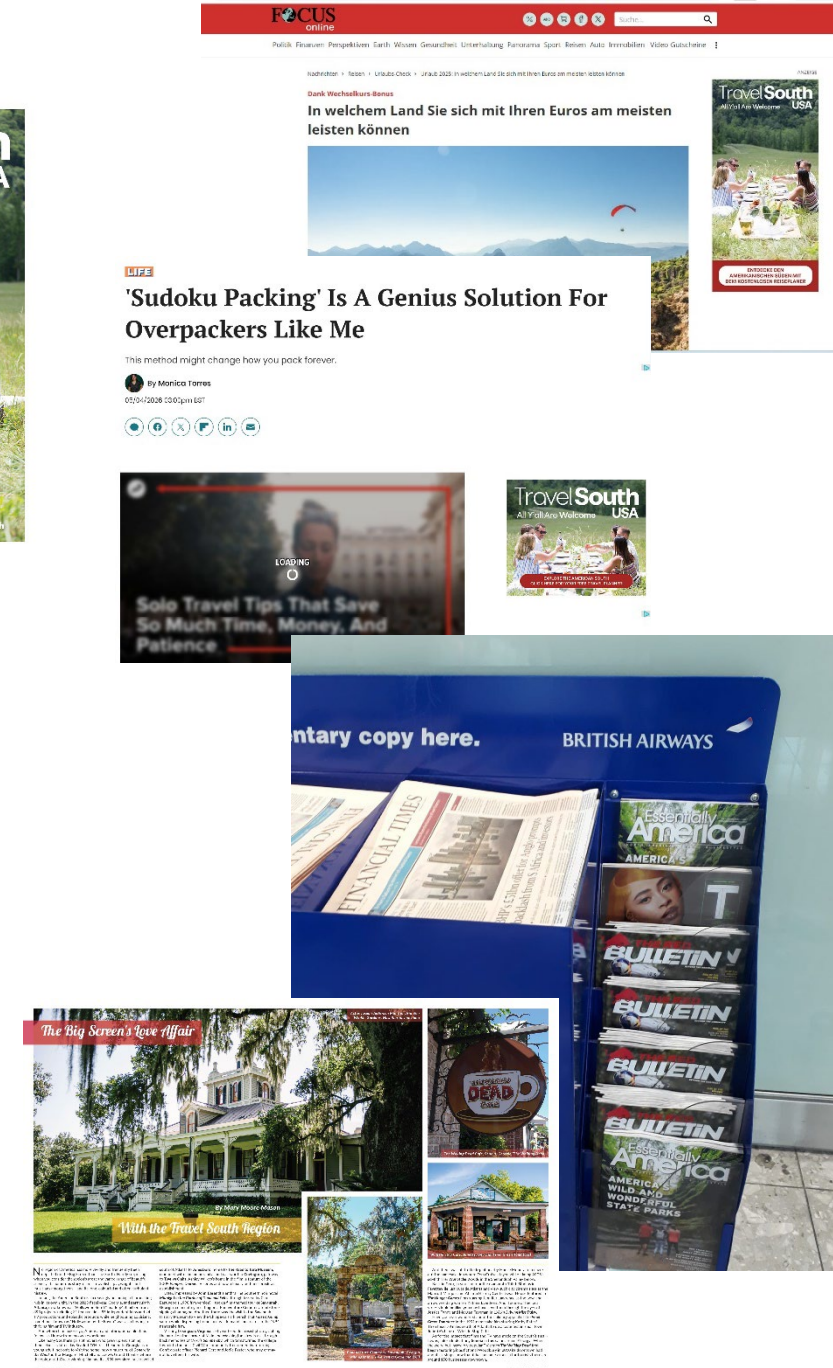
LANGUAGES: 5 language versions - UK, German, French, Spanish, Portuguese

MARKETS: Distributed in 10 markets via print and digital in UK, Canada, Germany, France, Spain, Italy, Australia, New Zealand, Brazil, and the Nordic Region.

PRINT DISTRIBUTION: 110,000 consumer and trade

DIGITAL READERSHIP: 153,293 digital reads across & over 4 min avg read time for Flip books, PDF, Essentially America website and PressReader

DIGITAL DISTRIBUTION: Spearfish Repeat Visitor Program 16,007,021 Impressions – 24,121 Clicks



2024-2025 PLANNER RESULTS: DETAILS

Print									
	UK	German							
Stand Alone Copies	9,000	1,000							
	Germany - Mein Amerika	UK - Essentially America		Total					
Consumer Distribution	50,000	50,000		100,000					

Digital									
	UK	German	French	Spanish	Portuguese		Total		
Flipbook + PDF Reads	12,007	12,753	1,556	954	1,723		28,993		
PressReader Reads	17,117	18,067					35,184		
Spearfish Digital Planner Promotion	Canada - French	Impressions	Clicks	Average read time		Germany	Impressions	Clicks	Average read time
		3,001,201	4,124	3:37			5,001,007	8,421	5:07
	Canada - English	Impressions	Clicks	Average read time		UK	Impressions	Clicks	Average read time
		3,001,811	4,501	3:05			5,003,002	7,075	4:01
	TOTALS	Impressions	Clicks	Average read time					
		16,007,021	24,121	4:07					
	Travel South Featured Section – Impressions	Time Spent on Page							
Essentially America Website	89,116	2 mins 47 Secs							

The 2025-2026 Travel Planner was produced in 5 languages and distributed across 10 markets



Bespoke on a Budget

By Lauren Moniz Durie

There's a particular kind of magic in the South—where the most indulgent moments are often the most accessible. The region has mastered the art of being well without spending exorbitant dollars, weaving into a heritage of hospitality, showcasing a curated menu of experiences, including a beloved the cornmeal they eat here, the South serves up little luxuries without the hefty price tag. And there's your budget gets further you can, too.




Southern Flavours: Dishes Worth the Journey

By Rashmi Narayan

There's a reason the South is synonymous with gastro-tourism: every bite tells a story, and every dish holds a memory. From soulful barbecue to decadent indulgences, Southern cuisine is more than a regional specialty—it's a celebration of history, identity, and community served with pride. Now, a new global movement, the MICHELIN Guide, has named the South's food scene a highlight on every foodie's bucket list. Consider this your invitation to eat your way through the South, from the heart of the region to the coastal shores, and beyond. It's not just about the food; it's about the stories and traditions that have shaped the Southern palate.



Travel South USA

All Y'all Are Welcome



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Journey by Land

Round Trip
As the sun dips over the Gulf of Mexico, the Gulf Coast of Florida is a beautiful sight. The region is a mix of natural beauty and historic charm, offering a unique experience for travelers. From the pristine beaches to the historic architecture, the Gulf Coast is a must-visit destination.

Bank Climbing
With its unique landscape, the South offers a variety of outdoor activities. Bank climbing is a popular sport in the region, offering a challenge for adventure seekers. The region's diverse terrain provides a perfect backdrop for this exciting activity.

Mountain Hiking
From rolling hills to rugged peaks, the South offers a variety of hiking trails. Mountain hiking is a popular activity in the region, offering a chance to enjoy the natural beauty of the area. The region's diverse terrain provides a perfect backdrop for this exciting activity.

Hiking
Whether you're a seasoned hiker or a beginner, the South offers a variety of hiking trails. Hiking is a popular activity in the region, offering a chance to enjoy the natural beauty of the area. The region's diverse terrain provides a perfect backdrop for this exciting activity.

Above and Below

Its High
Paragliding over the mountains of the South is a thrilling experience. The region's diverse terrain provides a perfect backdrop for this exciting activity. The region's diverse terrain provides a perfect backdrop for this exciting activity.

Take to the Trees
Zip lining through the trees of the South is a thrilling experience. The region's diverse terrain provides a perfect backdrop for this exciting activity. The region's diverse terrain provides a perfect backdrop for this exciting activity.

Adventure Bucket List

By Lauren Moniz Durie

Print with Purpose

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Consumer Distribution: 100,000 Copies to 100% to Proven USA Visitors

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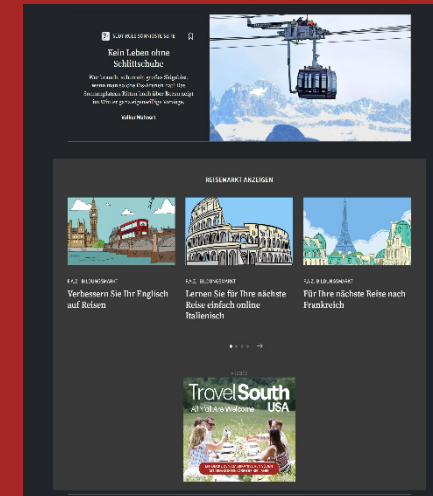
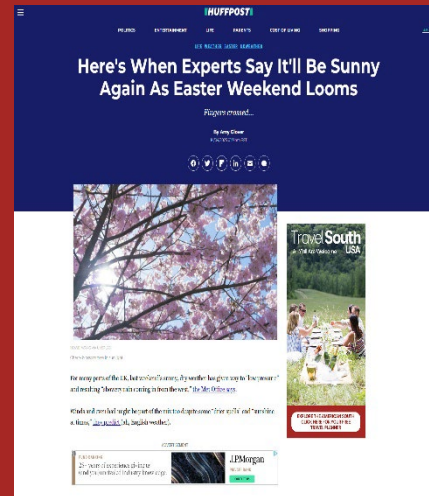
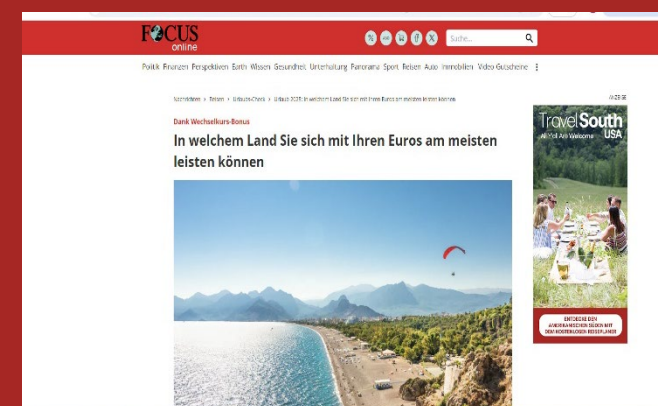
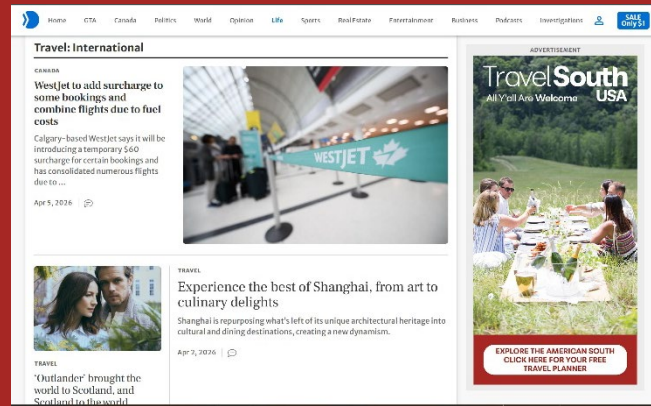
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Visit Raleigh

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Visit Virginia Beach

Sweet Home Alabama

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Graceland

Visit Greenville

Visit Lexington

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