



TravelSouth
USA

The American South - 'Where Music Was Born 2.0'
Campaign Report

Presented April 2026

2025 Campaign Snapshot.



15,251,343 Impressions
203% over target



3,280,158 Reach
219% over target



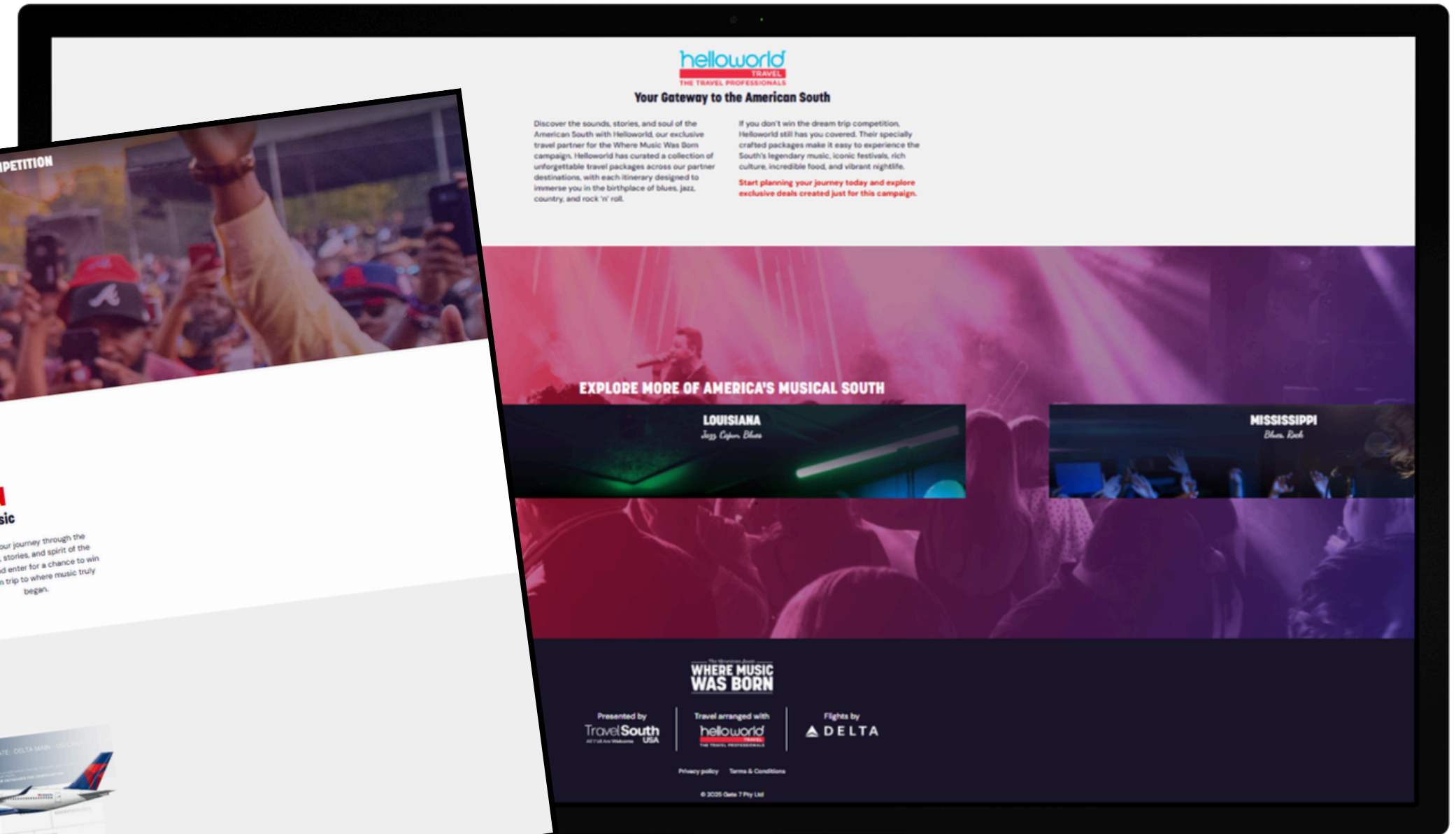
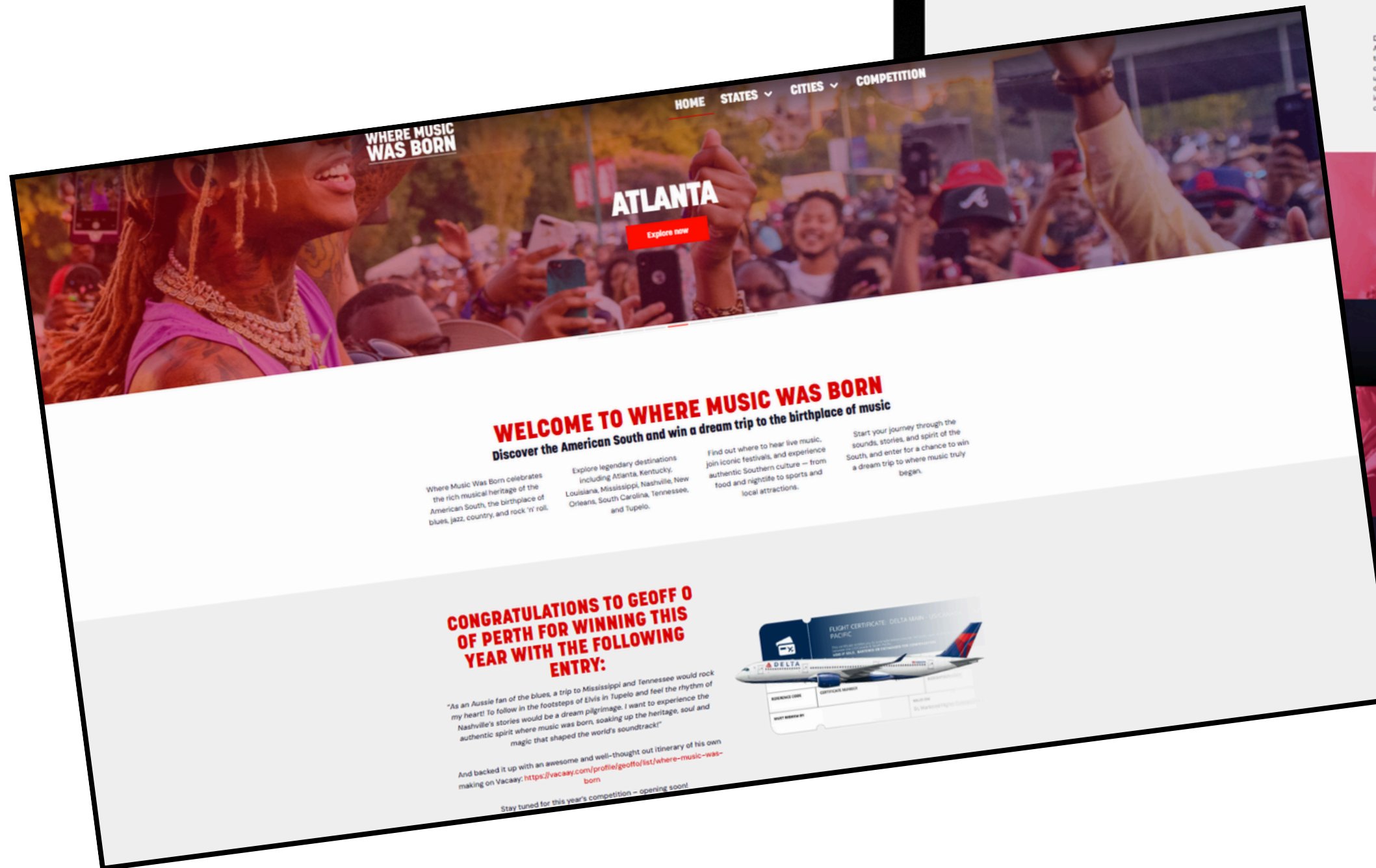
40,499 Engagements on Site
28% over target



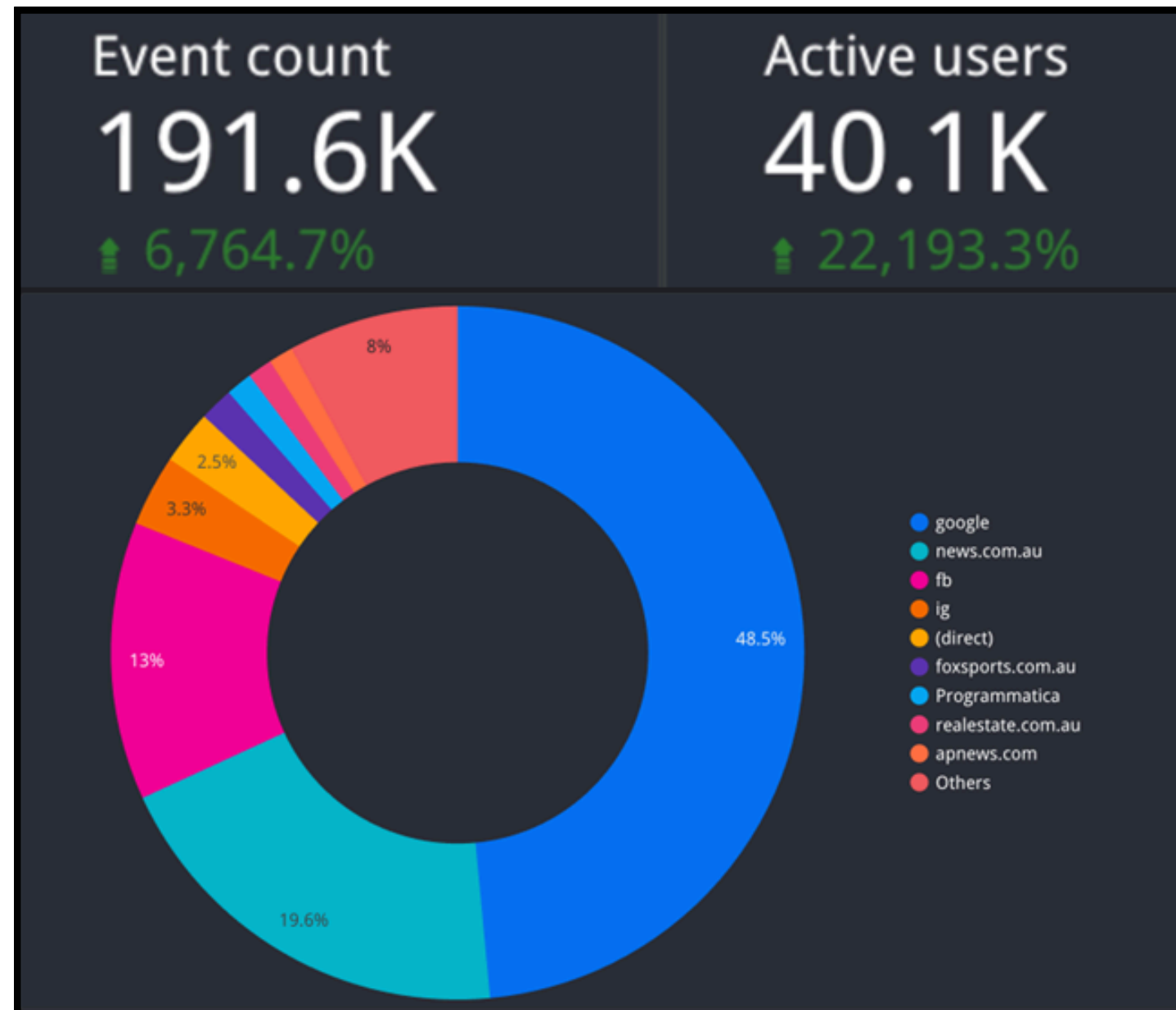
622 Entries
449 opt-ins



The Campaign Microsite.



Website Traffic Data - Main Campaign.



| Event name ▾ | Event count | % Δ |
|--------------------|----------------|-------------------|
| user_engagement | 8,829 | 1,075.6% ↑ |
| session_start | 44,112 | 13,472.9% ↑ |
| scroll | 6,874 | 2,533.7% ↑ |
| page_view | 47,190 | 4,455.0% ↑ |
| gtm.dom | 38,284 | 31,803.3% ↑ |
| form_submit | 1,407 | 17,487.5% ↑ |
| form_start | 3,971 | 30,446.2% ↑ |
| first_visit | 39,934 | 22,209.5% ↑ |
| click | 987 | 907.1% ↑ |
| Grand total | 191,588 | 6,764.5% ↑ |

Ads In-Situation - Main Campaign.

Curious where Jazz, Cajun & Blues was born?

Explore **LOUISIANA**

WIN A TRIP TO THE SOUTH!

helloworld **WHERE MUSIC WAS BORN** DELTA

Explore The Home Of Music | Travel The Southern States Of The USA

Find out where to hear live music, join iconic festivals, and experience the south.

Close Enter To Win

Explore **KENTUCKY**

WIN A TRIP TO THE SOUTH!

helloworld **WHERE MUSIC WAS BORN** DELTA

Win A Trip

Start your journey through the sounds, stories, and spirit of the South, and enter to win.

Explore **SOUTH CAROLINA**

WIN A TRIP TO THE SOUTH!

helloworld **WHERE MUSIC WAS BORN** DELTA

Win A Trip

Where Music Was Born celebrates the rich musical heritage of the American South.

Travel South USA Enter To Win

Travel South USA Sponsored

Tennessee balances energy with ease – iconic music landmarks, walkable neighbourhoods, scenic countryside, and welcoming ...see more

Curious where Country, Blues & Rock n Roll was born?

Explore **TENNESSEE**

WIN A TRIP TO THE SOUTH!

helloworld **WHERE MUSIC WAS BORN** DELTA

wheremusicwasborn.com/#c... Win A Trip To Where Music Was Born Learn more

211 37 comments

Like Comment Share

Travel South USA Sponsored

Mississippi: a place where music, history, food & culture sit side by side - wonderful to explore, easy to enjoy, and welcoming for ...see more

Curious where Blues & Rock was born?

Explore **MISSISSIPPI**

WIN A TRIP TO THE SOUTH!

helloworld **WHERE MUSIC WAS BORN** DELTA

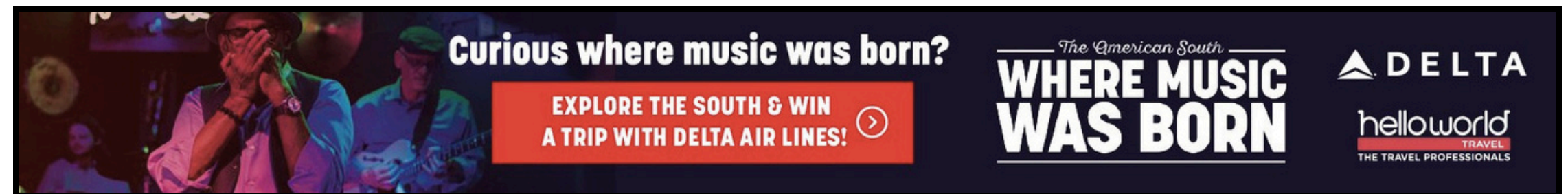
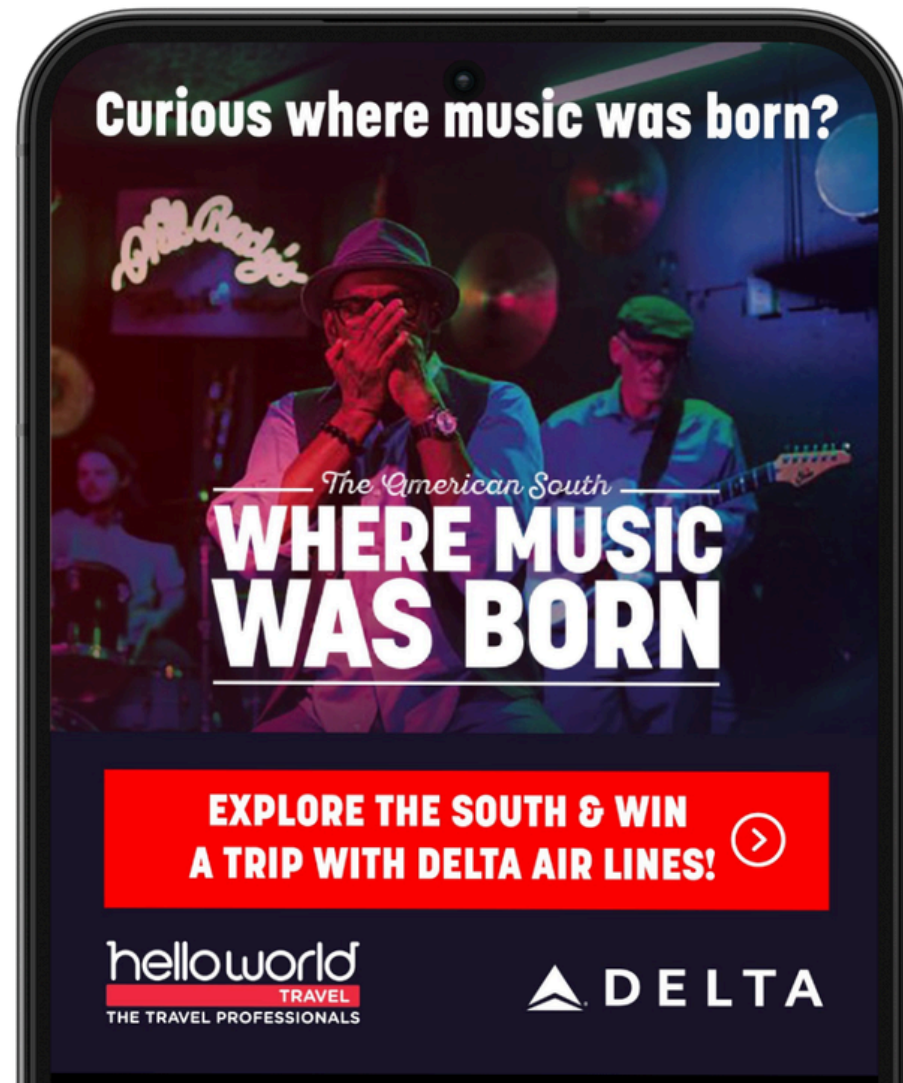
wheremusicwasborn.com/#c... Win A Trip To Where Music Was Born Learn more

144 15 comments

Like Comment Share

Promotion: Traffic Drivers & Performance.

| Impressions | Reach | Clicks |
|-------------|---------|--------|
| 4,556,005 | 911,201 | 4,681 |





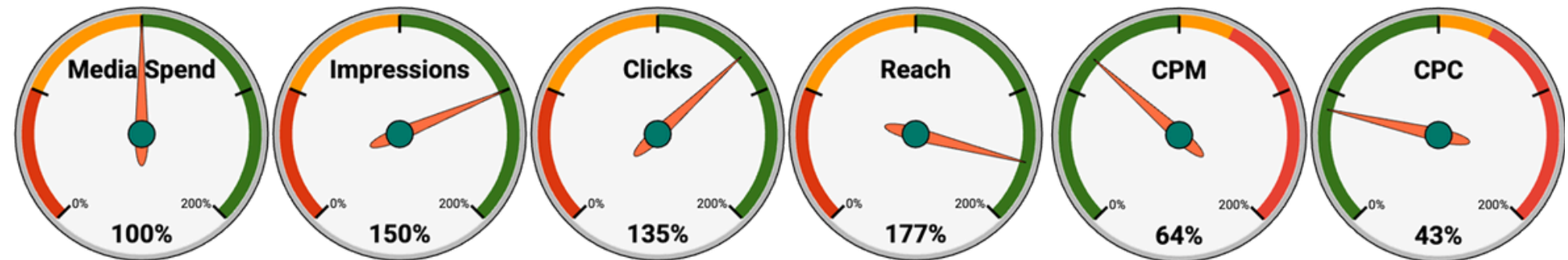
Kentucky: Traffic Drivers & Performance.



| Impressions | Reach | Clicks |
|-------------|---------|--------|
| 1,616,584 | 323,316 | 2,235 |

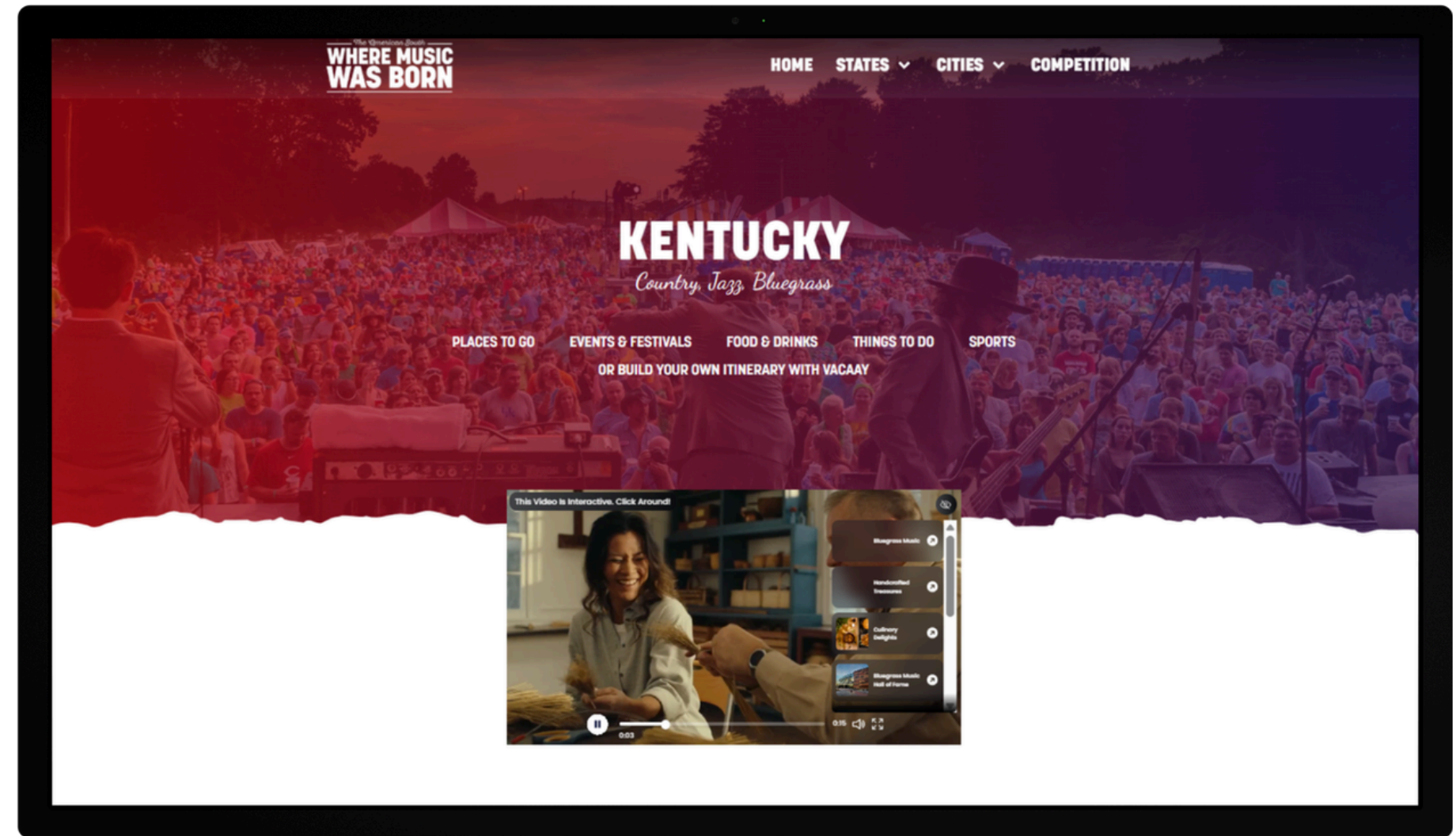
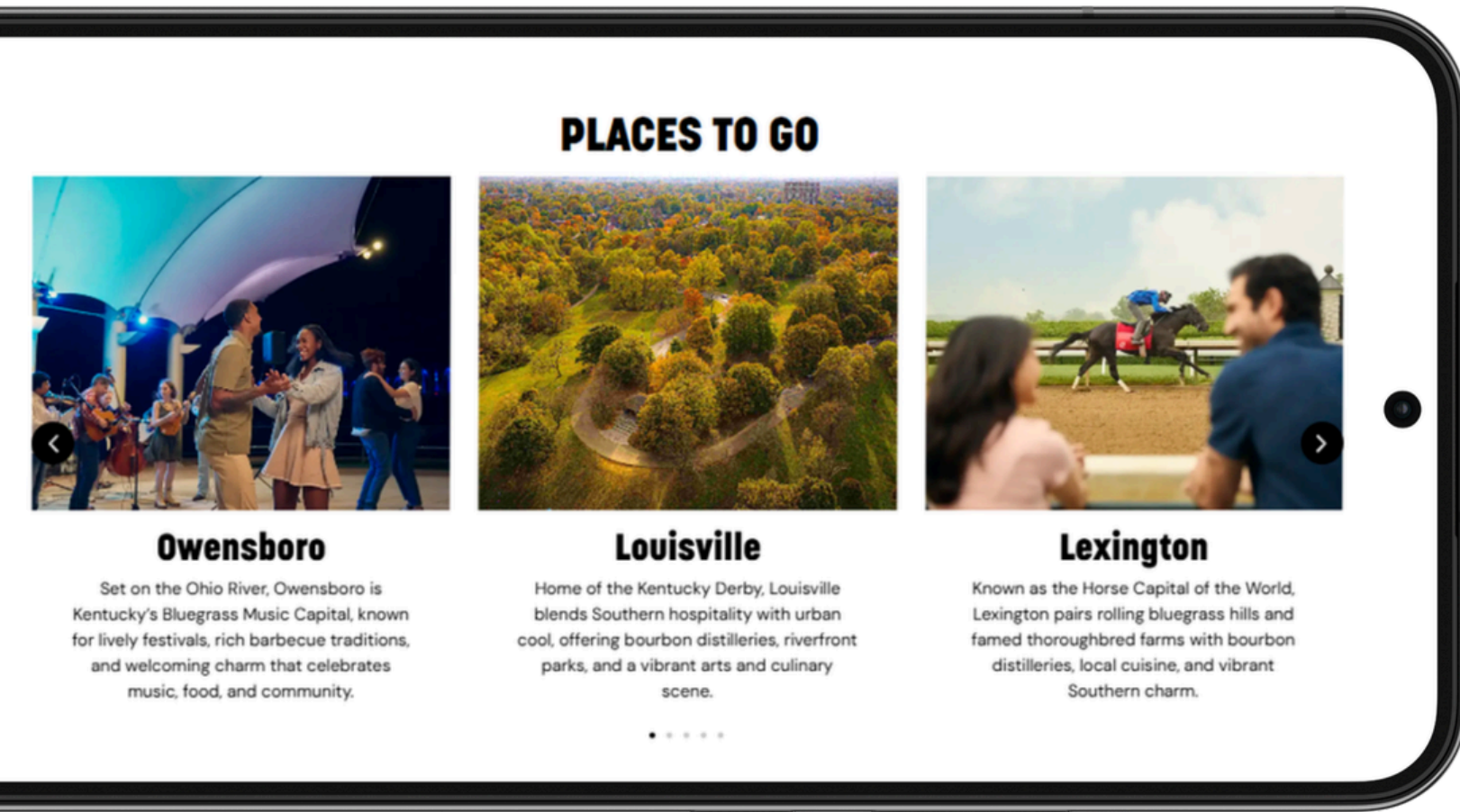


Campaign Actuals | % Of Target Achieved





Kentucky: Destination Page Highlights.





Kentucky: Destination Page Highlights.



Bourbon & Beyond

Louisville's Bourbon & Beyond blends world-class music with Kentucky's bourbon heritage, serving up jazz, blues, and Cajun flavors alongside tastings, food, and unforgettable performances.



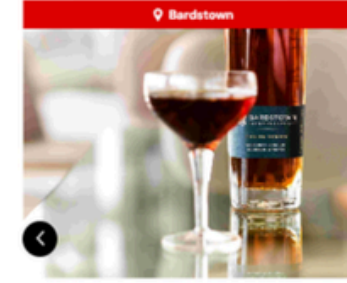
Master Musicians Festival

Somerset's Master Musicians Festival showcases world-class jazz alongside diverse genres, bringing top talent and community spirit together in a welcoming Kentucky setting.



ROMP Festival

Hosted in Owensboro, ROMP Festival celebrates roots and bluegrass alongside jazz, rhythm, and blues, uniting world-class artists and fans in a vibrant, family-friendly atmosphere.



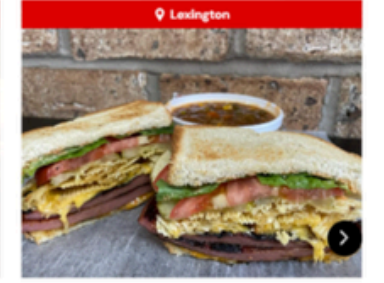
Bardstown Bourbon Company

In the Bourbon Capital of the World, Bardstown Bourbon Company pairs tradition with innovation, offering immersive tours, tastings, and dining in the heart of Kentucky's bourbon country.



Hermitage Farm & Barn8 Restaurant

At Hermitage Farm in Goshen, Barn8 Restaurant offers farm-to-table dining inside a renovated horse barn, blending Kentucky heritage, art, and cuisine in a one-of-a-kind setting.



Dad's Favorites Deli

Beloved for its inventive grilled cheeses, loaded sandwiches, and signature spreads, Dad's Favorites Deli is a Lexington hotspot where comfort food gets a creative, local twist.



Kentucky: Destination Page Highlights.



Kentucky Music Hall of Fame & Museum

Celebrating Kentucky's musical legends, this Mount Vernon museum showcases artifacts, exhibits, and stories honoring artists who shaped bluegrass, country, and beyond.



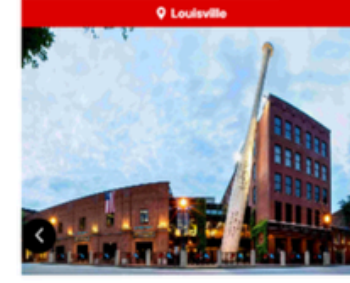
Bill Monroe Homeplace

Visit the Beaver Dam birthplace of Bill Monroe, the Father of Bluegrass, where tours and exhibits honor his legacy and the roots of a genre that shaped American music.



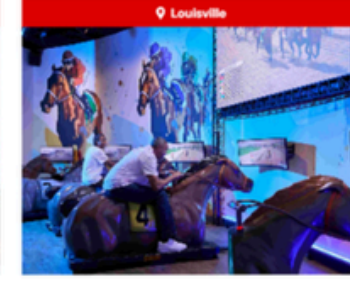
Bluegrass Music Hall of Fame & Museum

Located in Owensboro, this world-class museum celebrates bluegrass with exhibits, live performances, and interactive experiences honoring the legends of the genre.



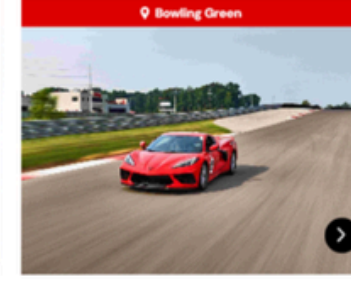
Louisville Slugger Museum & Factory

Home of the iconic bat, this Louisville landmark lets visitors tour the factory, explore baseball history, and snap a photo with the world's largest bat towering outside.



Kentucky Derby Museum

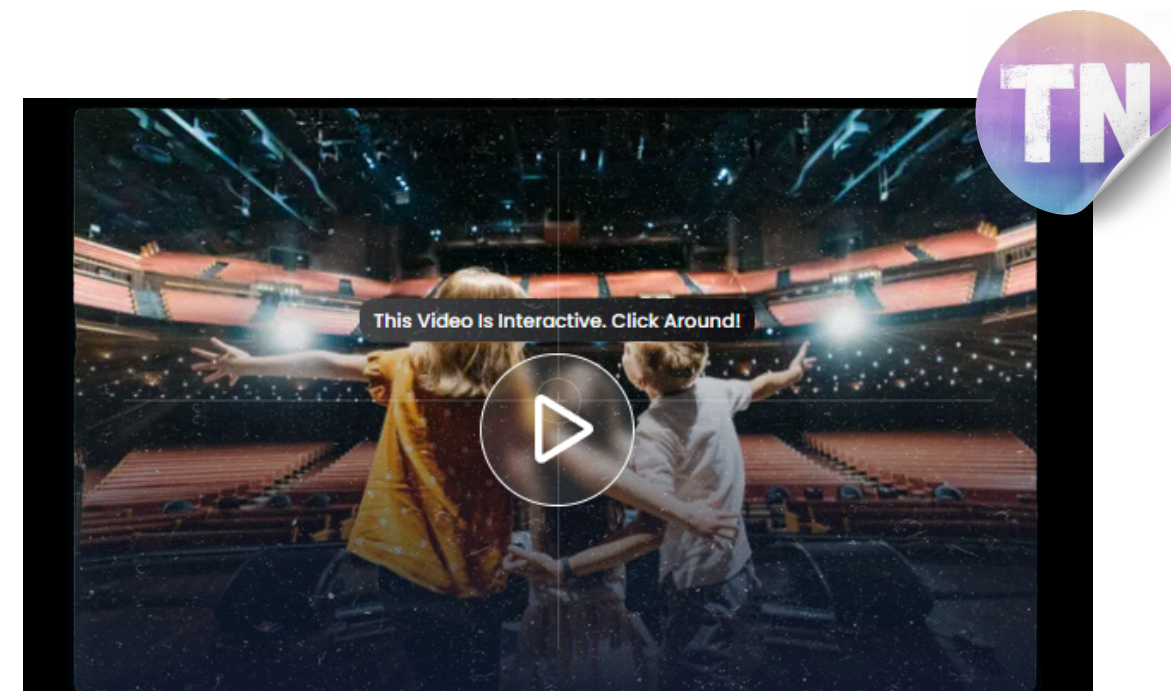
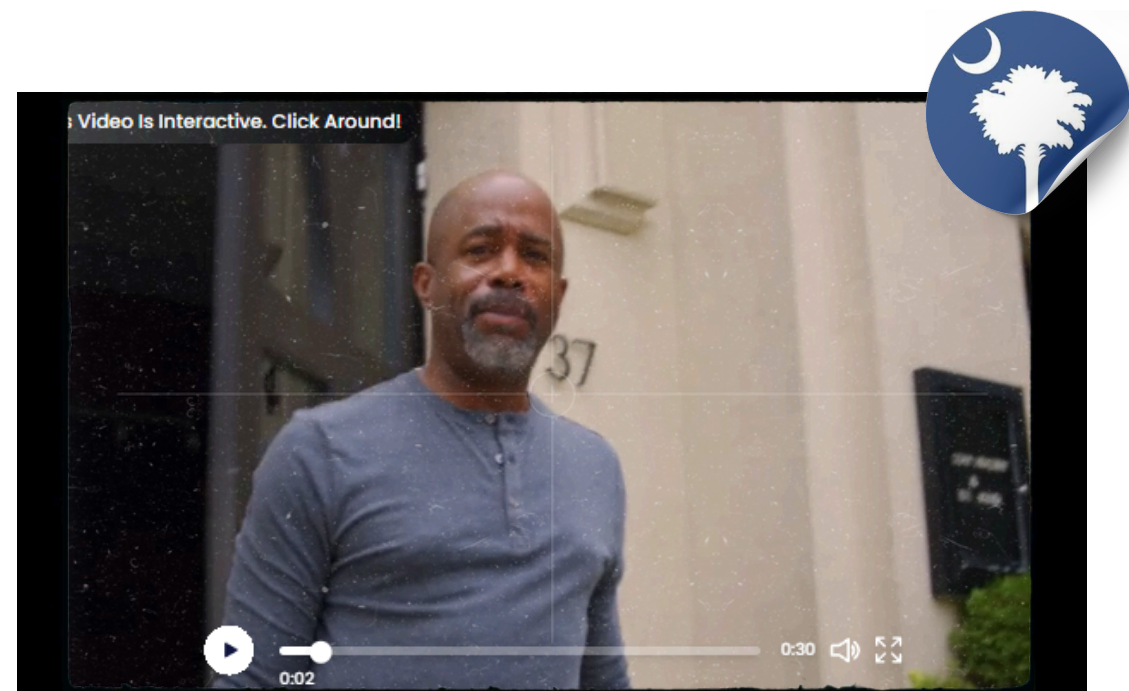
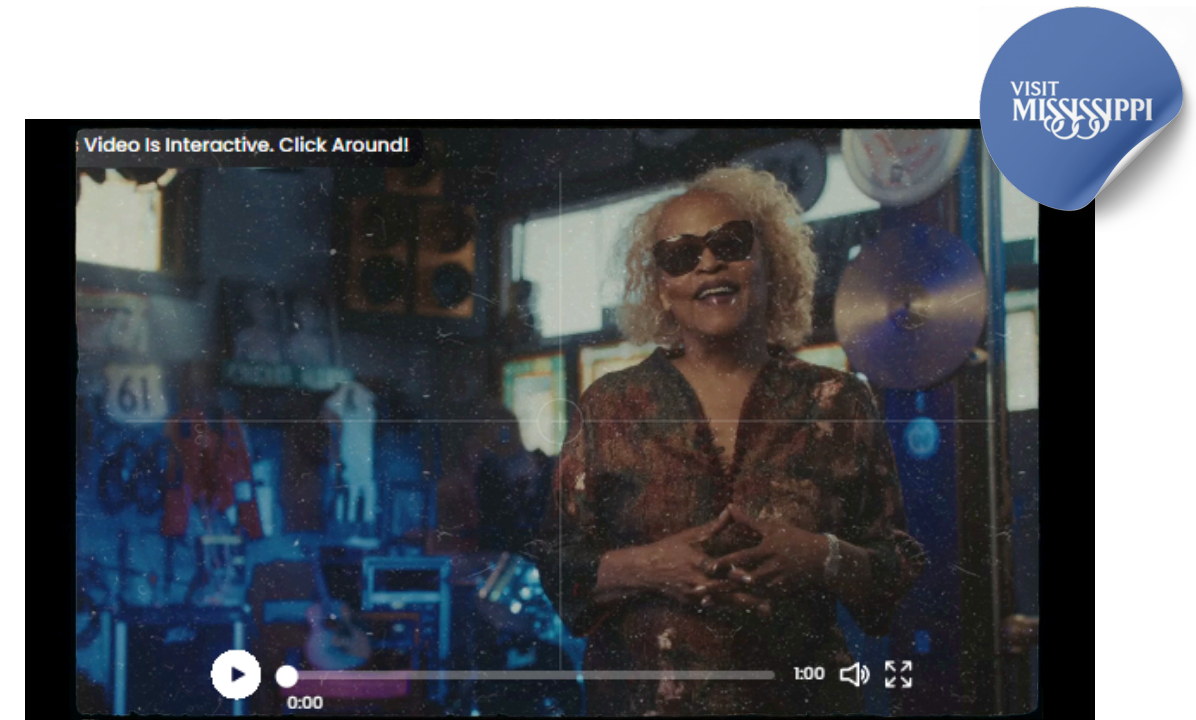
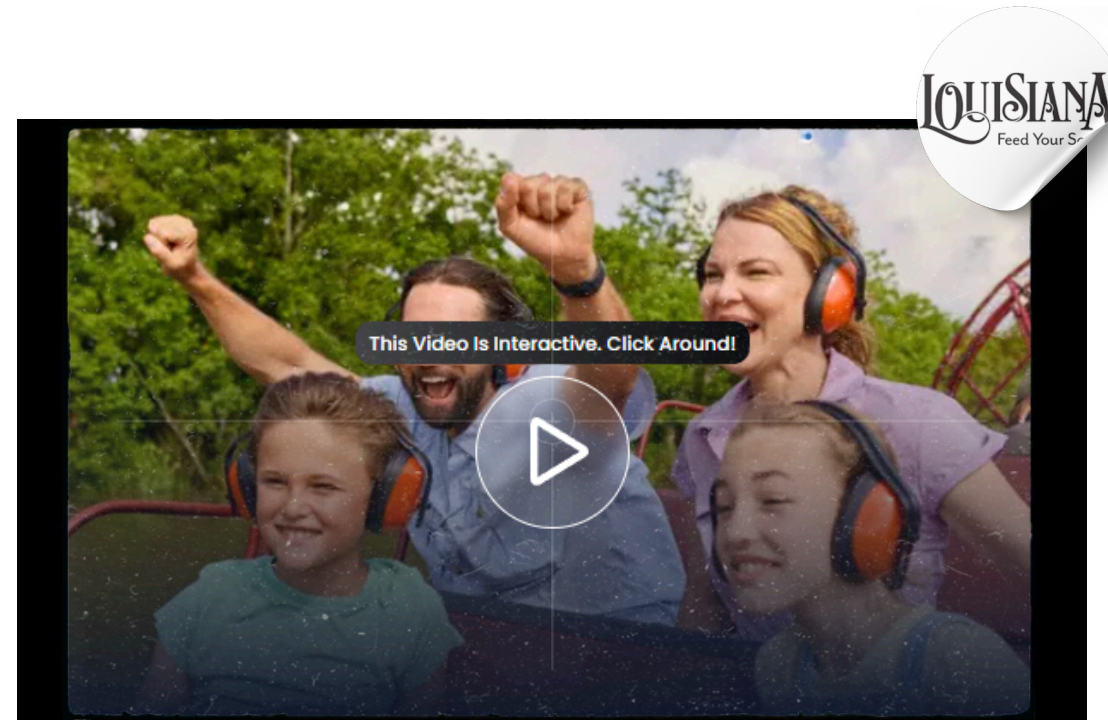
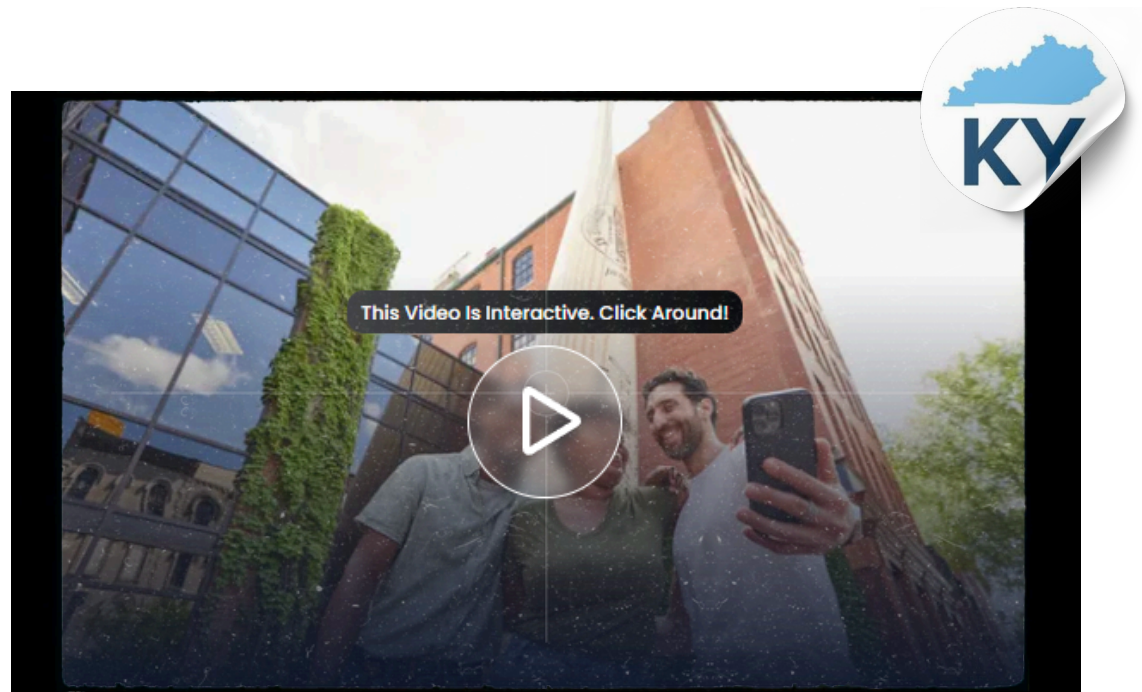
Located at Churchill Downs, the Kentucky Derby Museum immerses visitors in the history and traditions of 'the most exciting two minutes in sports' with exhibits, films, and tours.



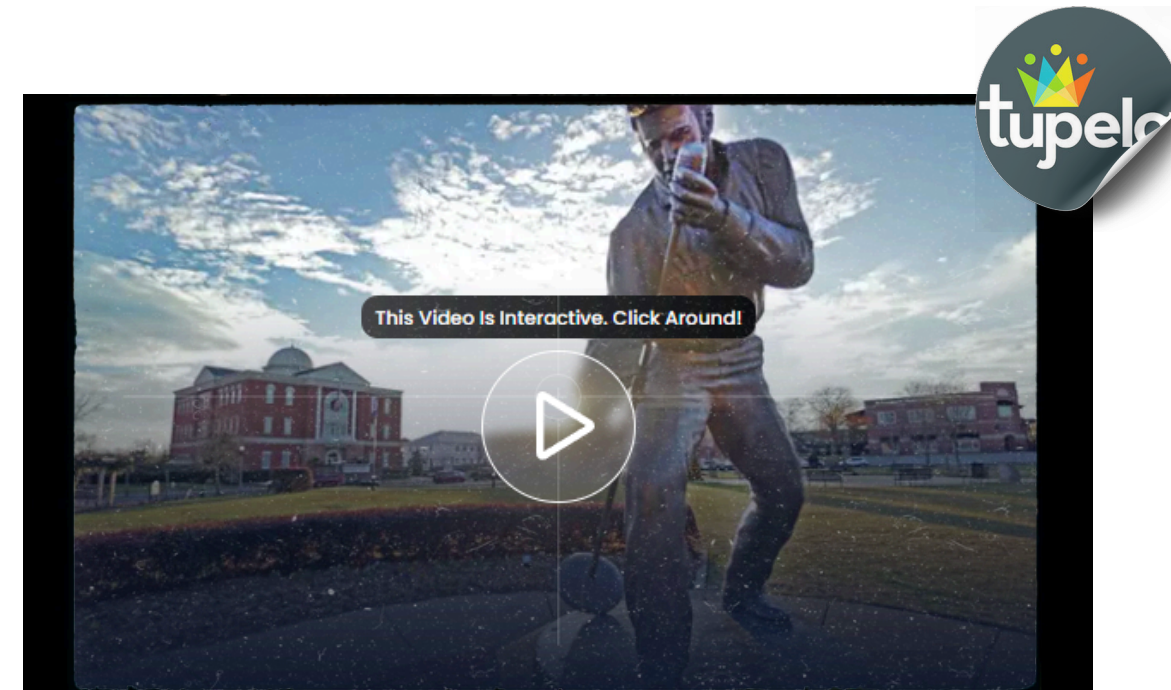
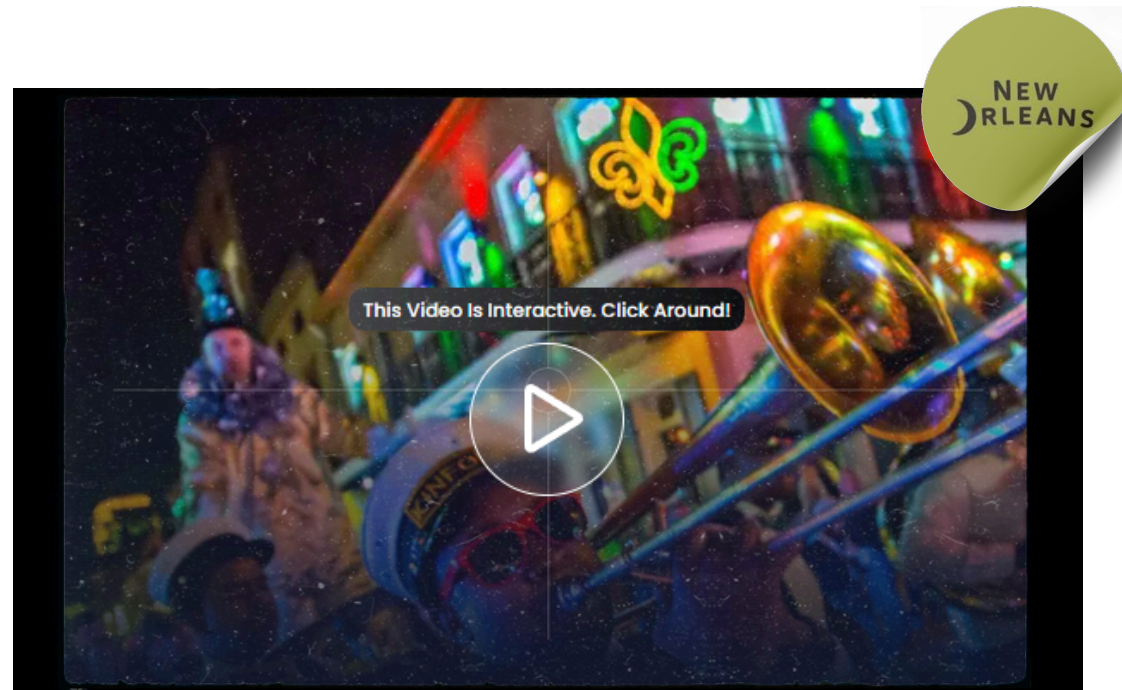
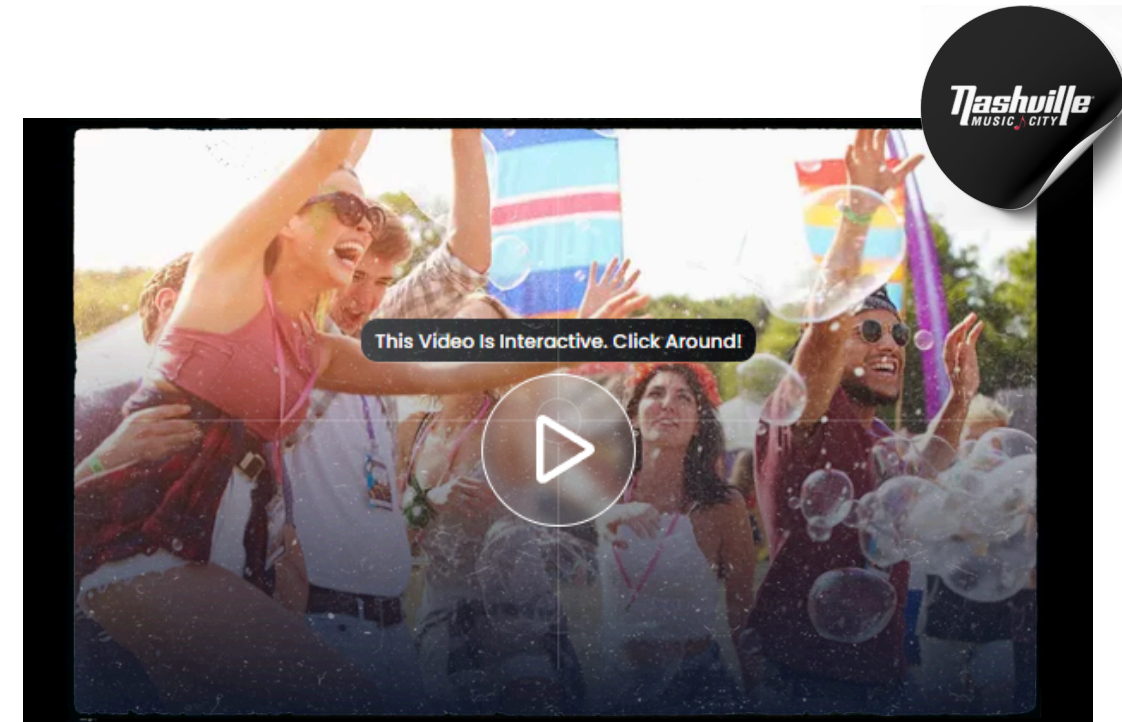
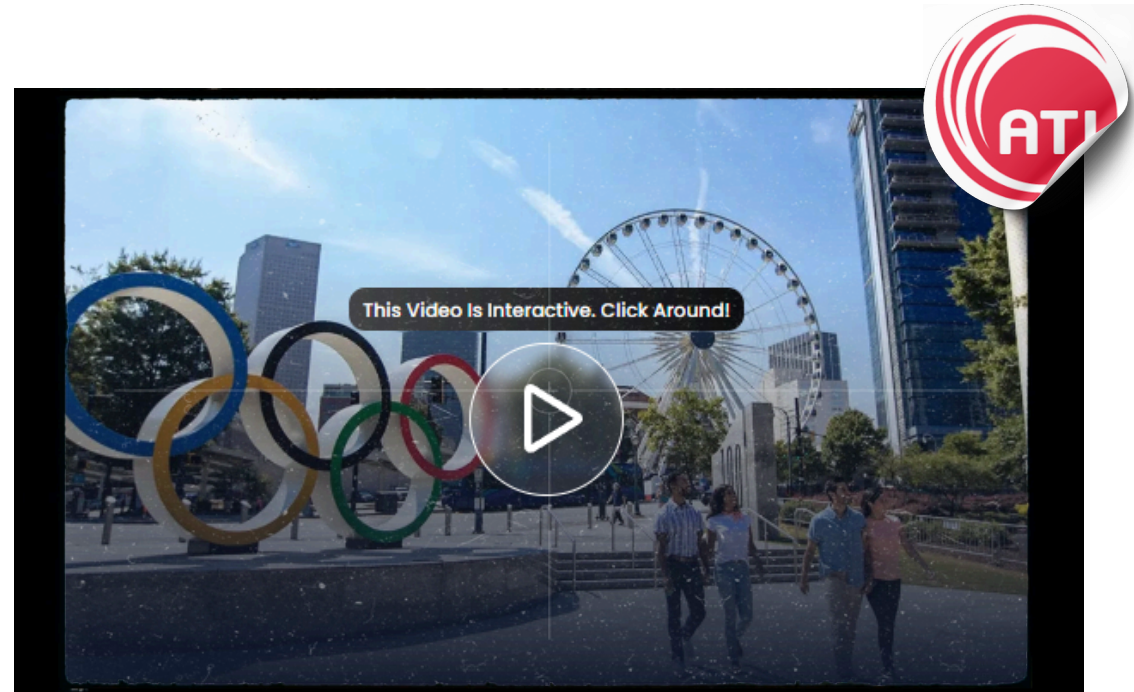
NCM Motorsports Park

Across from the Corvette Museum in Bowling Green, NCM Motorsports Park offers high-speed thrills with track experiences, driving schools, and events for motorsport fans of all ages.

Interactive Video Links.



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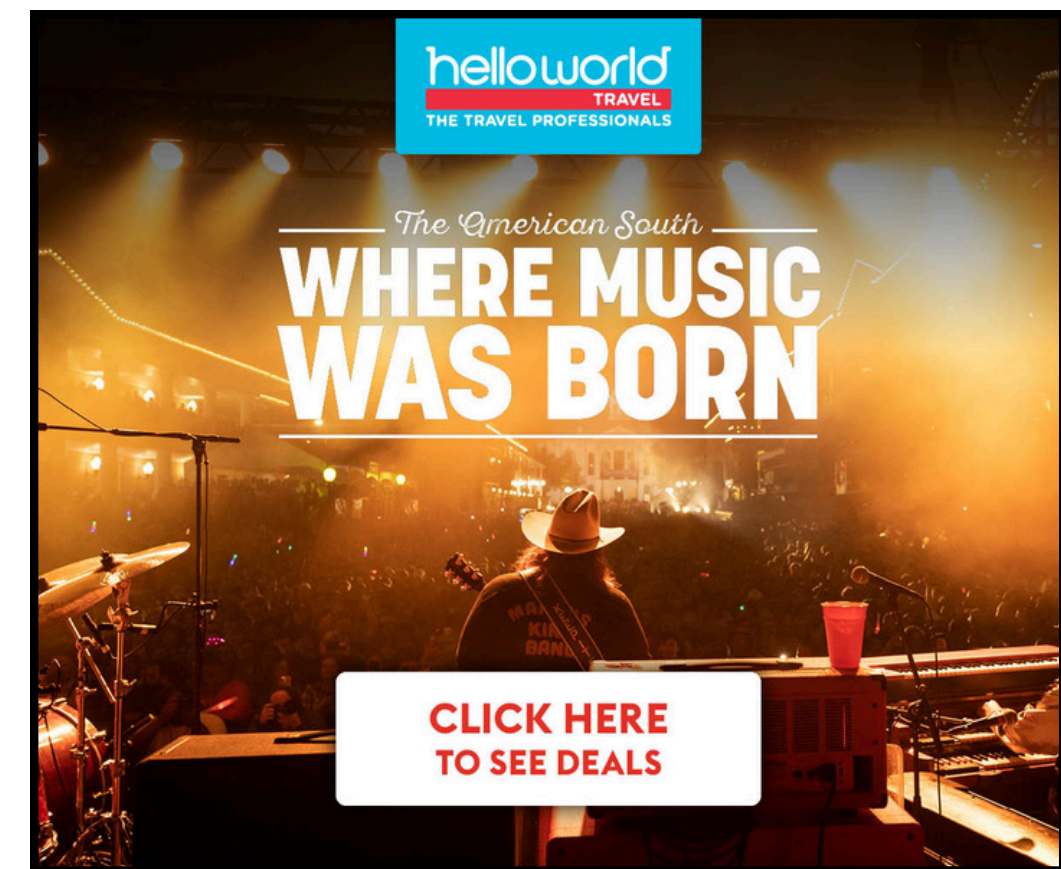
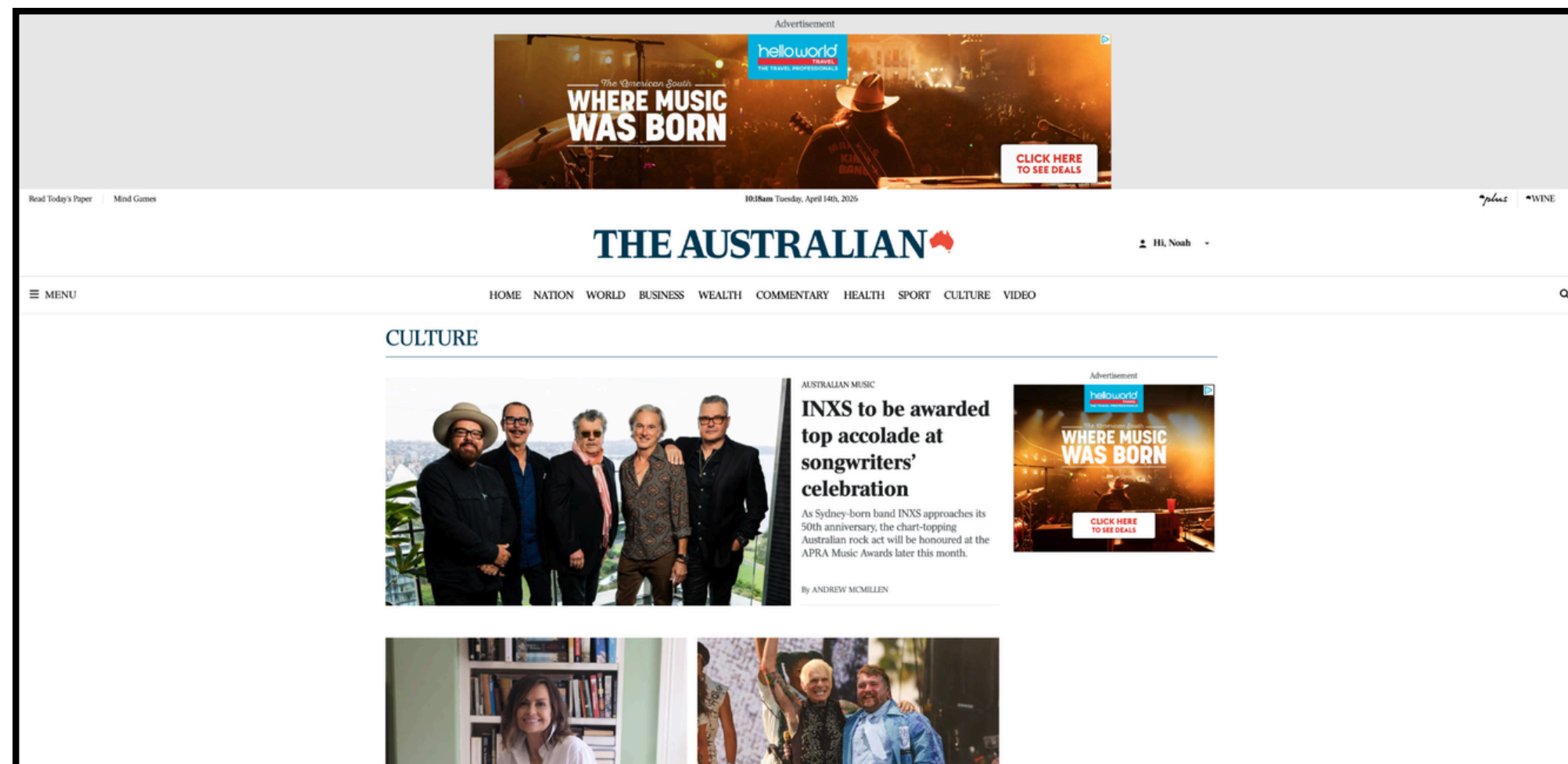




Trade Retargeting Campaign.



With the campaign delivering effective results, our efficient handling of the marketing budget opened the door for a joint retargeting campaign with Helloworld. With this extra spend, we reached people who had already shown interest in WMWB and guided them back to [Helloworld's South campaign page](#). This extra push generated over **two million impressions** and more than **four thousand clicks** to the site.



Trade Retargeting Campaign.



USA SOUTHERN STATES - WHERE MUSIC WAS BORN

Step into the heart of the American South, the legendary birthplace of blues, jazz, country, and rock 'n' roll. Where Music Was Born invites you to explore the destinations that shaped the soundtrack of America and continue to inspire artists around the world. Journey through iconic music cities and states including Atlanta, Kentucky, Louisiana, Mississippi, Nashville, New Orleans, South Carolina, Tennessee, and Tupelo. Discover the venues where history was made, the neighbourhoods where new sounds are rising, and the festivals that keep the Southern spirit alive. Whether you're chasing live music, craving authentic Southern food, or looking to experience vibrant culture, nightlife, sports, and local attractions, you'll find unforgettable stories in every stop. Begin your adventure through the rhythms, roots, and soul of the South — and enter for a chance to win the ultimate dream trip to the place where music truly began.

DEALS

21 nights from: **\$5,799**

22 Day Southern USA Road Trip

14 nights from: **\$2,369**

15 Day Bourbon, Bluegrass & Horse Country Self Drive

13 nights from: **\$3,179**

14 Day The Civil Rights History Trail Self Drive

8 nights from: **\$3,299**

9 Day Southern Discovery Escorted Tour
ATLANTA, CHARLESTON, SAVANNAH, MONTGOMERY, NEW ORLEANS

7 nights from: **\$2,459**

8 Day Rhythms Of The South Escorted Tour
NEW ORLEANS, NATCHEZ, MEMPHIS, NASHVILLE, ATLANTA

SUPPORTING

USA's Southern States

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Featured Deals

8 Day Rhythms of the South Escorted Tour
 United States of America

7 Nights

From **\$2,459***

per person twin share

9 Day Southern Discovery Escorted Tour
 United States of America

9 Nights

From **\$3,299***

per person twin share

22 Day Southern USA Road Trip
 United States of America

21 Nights

From **\$5,799***

per person twin share

14 Day Civil Rights History Trail Self Drive
 United States of America

13 Nights

From **\$3,179***

per person twin share

*Prices are exclusive of fees which may be payable at time of booking

Explore

Company

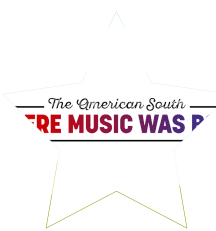
Quick links

Awarded

Member of

Payment methods accepted

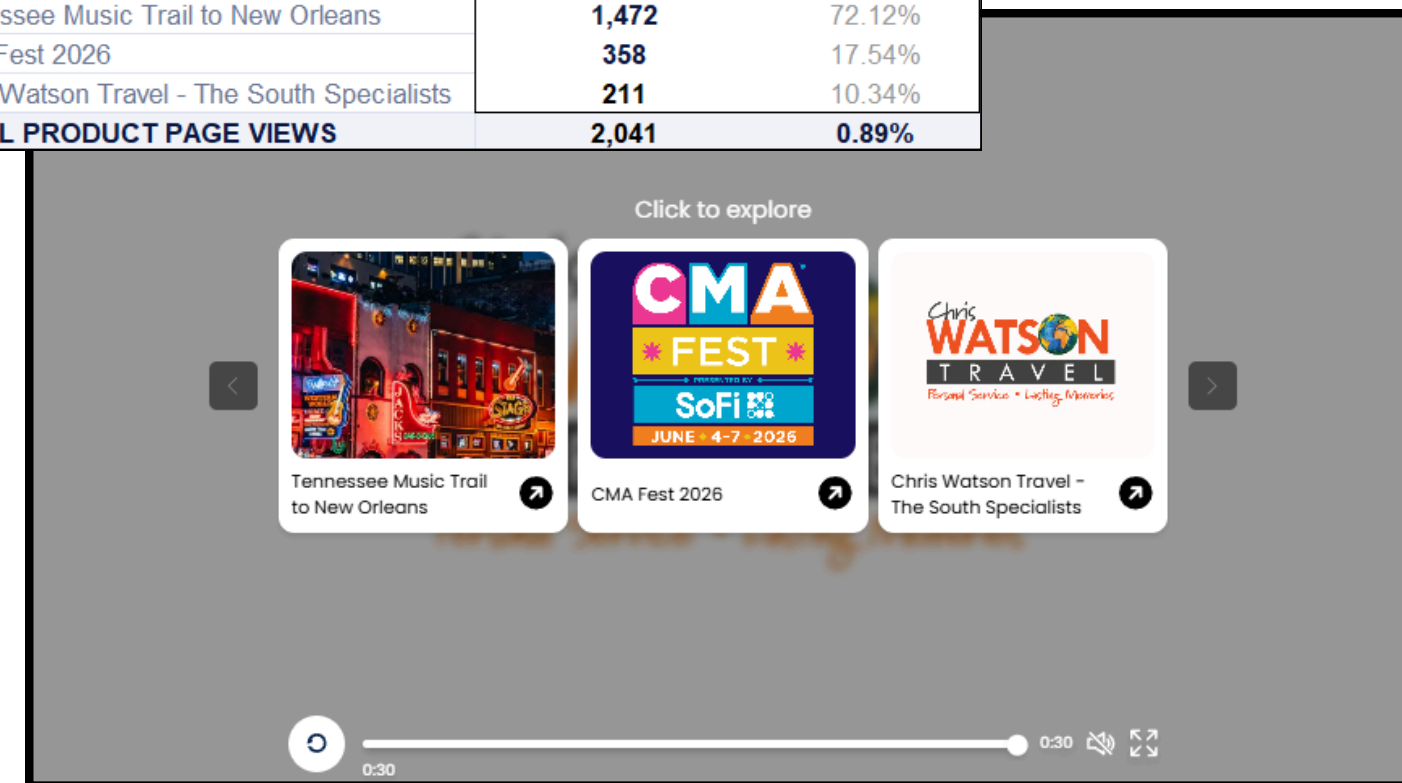
Video-led Trade Lookalike Campaign.



We were also able to roll out a trade-conversion video campaign thanks to our partners at **Chris Watson Travel** and **Clicktivated**. This specially produced video asset was delivered to a niche-targeted audience of **335,474 Southern music lovers** in Australia, which resulted in a reach of just under **230k** and an incredible **2,041 clickouts** (at a **CTR of 0.89%**) to Chris Watson Travel's South tours and packages pages.



| ENGAGEMENT BREAKDOWN | | |
|---|--------------|--------------|
| Travel South - Chris Watson Travel (AUS) | Clickouts | CTR |
| Tennessee Music Trail to New Orleans | 1,472 | 72.12% |
| CMA Fest 2026 | 358 | 17.54% |
| Chris Watson Travel - The South Specialists | 211 | 10.34% |
| TOTAL PRODUCT PAGE VIEWS | 2,041 | 0.89% |





Chris Watson Travel Extension.



Chris also continued to beat the WMWB drum - activating and advocating for us at events in January.



Chris WATSON TRAVEL
Personal Service • Lasting Memories

TRAVEL SOUTH USA

WHERE MUSIC WAS BORN

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Discover the venues where history was made, the neighbourhoods where new sounds are rising, and the festivals that keep the Southern spirit alive. Whether you're chasing live music, craving authentic Southern food, or looking to experience vibrant culture, nightlife, sports, and local attractions, you'll find unforgettable stories in every stop.

Begin your adventure through the rhythms, roots, and soul of the South – and enter for a chance to win the ultimate dream trip to the place where music truly began.

TravelSouth USA
All Y'all Are Welcome

TRAVEL SOUTH USA
WHERE MUSIC WAS BORN

15 DAY BOURBON, BLUEGRASS & HORSE COUNTRY SELF DRIVE
NASHVILLE - TULLAHOOMA - PIGEON FORGE - LEXINGTON - CINCINNATI - INDIANAPOLIS - LOUISVILLE - OWENSBORO - NASHVILLE

14 DAY CIVIL RIGHTS HISTORY TRAIL SELF DRIVE
NASHVILLE - MEMPHIS - JACKSON - TUSCALOOSA - MONTGOMERY - ALBANY - SAVANNAH - ATLANTA - BIRMINGHAM - NASHVILLE

CHRIS WATSON TRAVEL
1300 552 032
Info@chriswatsontravel.com.au
238 Broad Street TAMWORTH NSW 2340

The Competition.



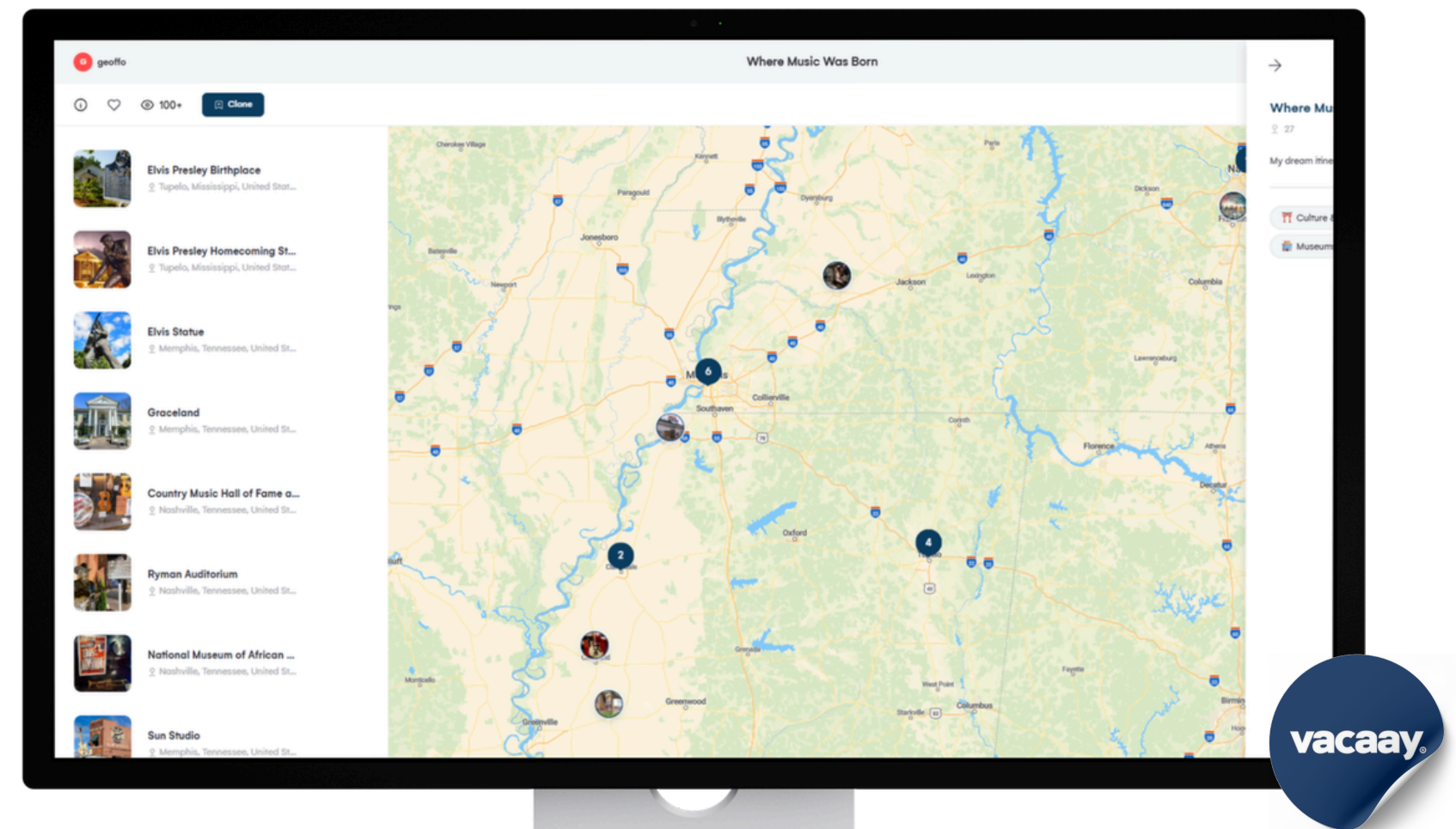
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result. **31** of these entries submitted a custom-itinerary they created on **Vacaay** using existing content on the platform.



The Winning Entry.



"As an Aussie fan of the blues, a trip to Mississippi and Tennessee would rock my heart! To follow in the footsteps of Elvis in Tupelo and feel the rhythm of Nashville's stories would be a dream pilgrimage. I want to experience the authentic spirit where music was born, soaking up the heritage, soul and magic that shaped the world's soundtrack!"



Thanks to Our Supporting Partners.



The Final Word.

Where Music Was Born 2.0 successfully evolved the "Encore Edition" vision into a high-performance reality, transforming the American South from a travel destination into a vivid, multi-sensory experience for the Australian market; successfully reaching "Music Pilgrims" - passionate travelers seeking authentic cultural connections. Our media delivery strategy was sound, resulting in a staggering 15.2 million impressions and reaching over 3.2 million unique individuals, more than doubling the campaign's original targets.

Deeper and city-based landing pages allowed travelers to move seamlessly from inspiration to discovery. These interactive assets invited users to dive into the heart of the South's heritage, exploring not only its musical landmarks but also its world-class culinary scenes, sport, attractions and rich history. This deep engagement was reflected in the 40k+ on-site interactions, proving that the campaign's storytelling resonated on a practical level with travelers ready to map out their own southern pilgrimages. A cornerstone of this efficient engagement was the integration of innovative video technology and the use of Vacaay's in-built itinerary planner for the competition.

The campaign also demonstrated exceptional trade support and partnership, maintaining a perfect balance of media spend while capturing high-intent leads. Collaborations with partners Helloworld and Chris Watson Travel turned digital interest into tangible travel intent, generating thousands of direct clickouts to specific tour packages. Combined with 459 high-quality opt-in leads captured from the competition, the campaign established a robust foundation for future conversion, cementing the American South's position as a premier destination for travelers seeking the world's most authentic musical and cultural heartbeat.

Thank y'all.



Thank you.