



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



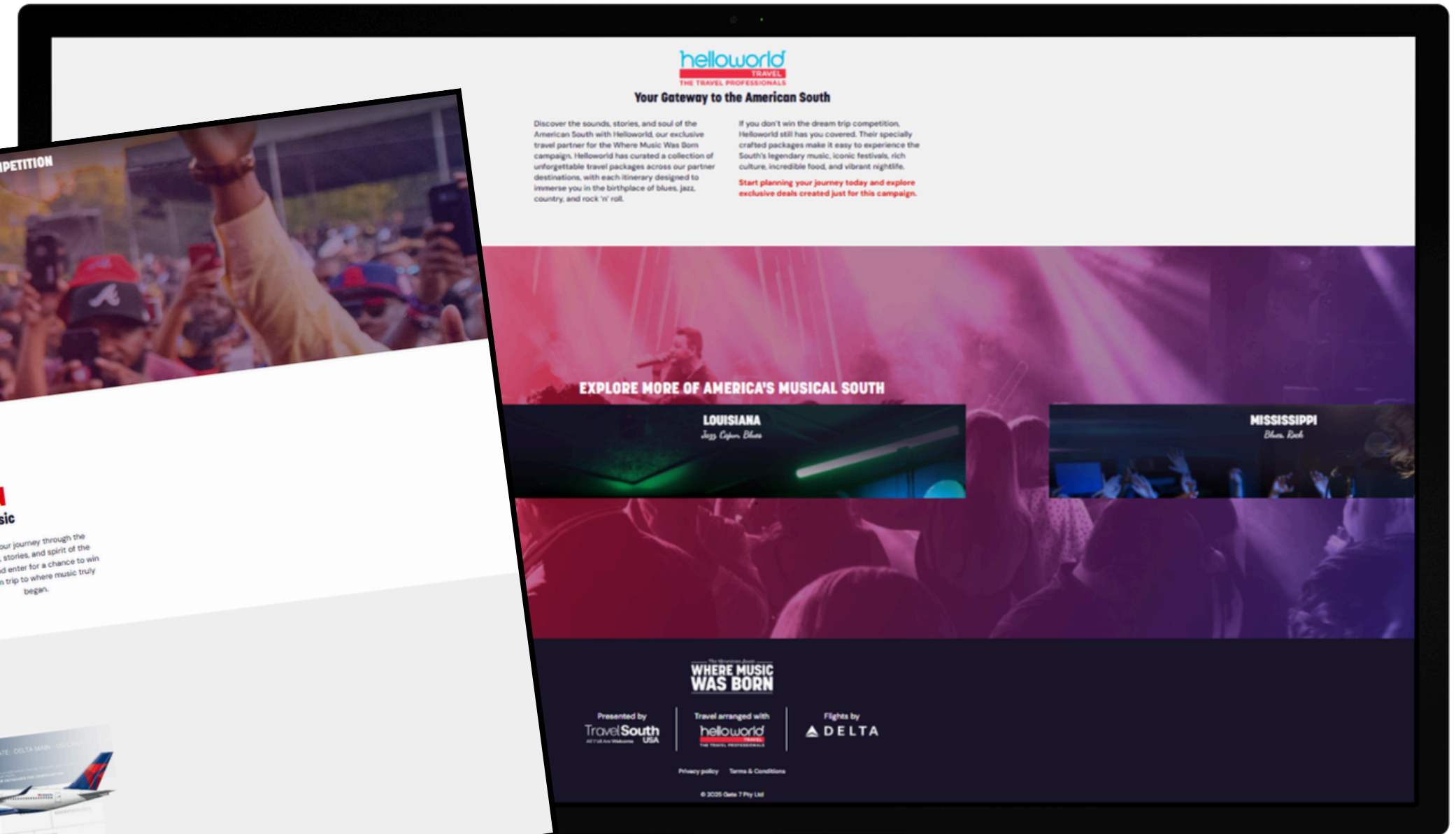
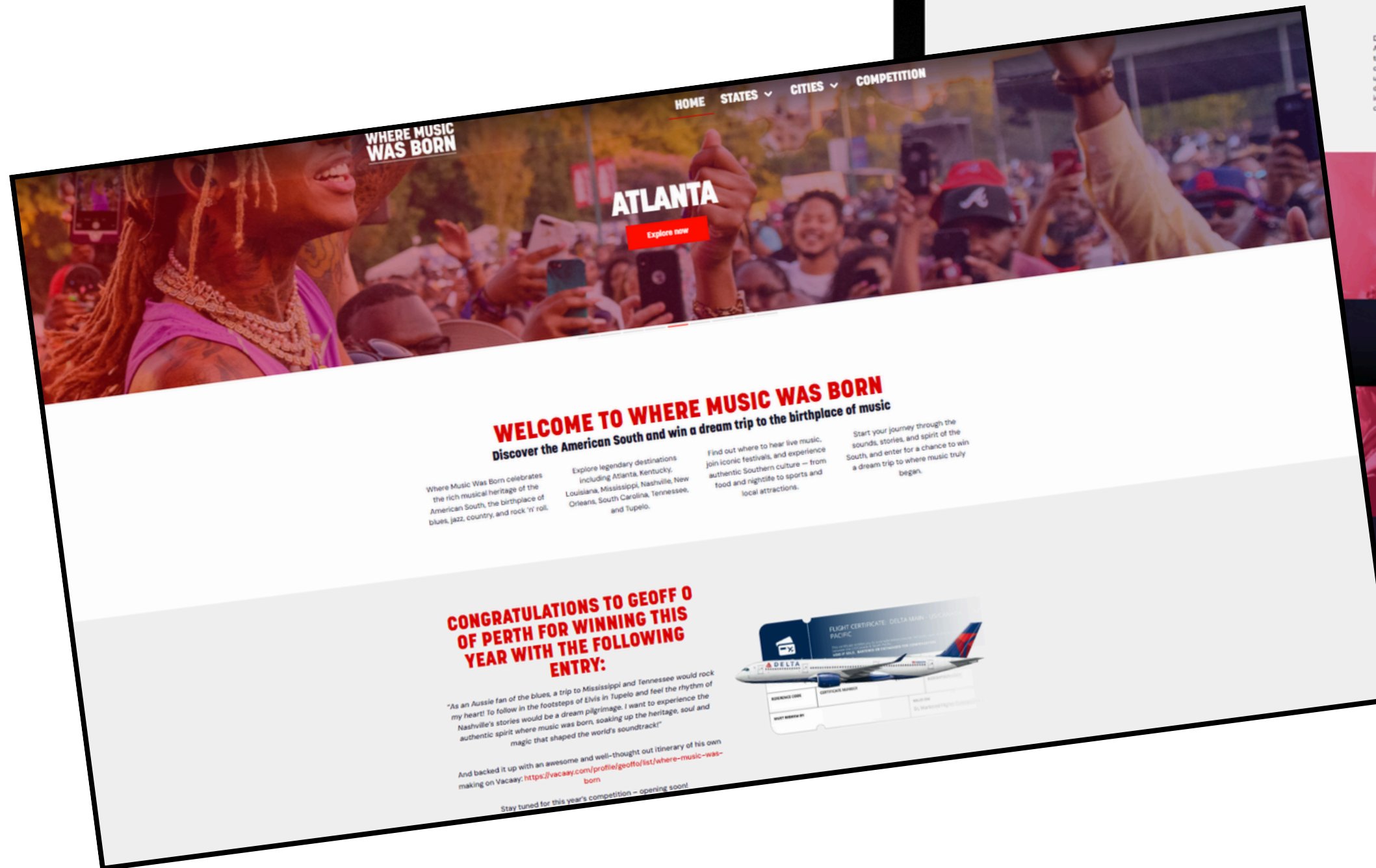
**40,499 Engagements on Site**  
28% over target



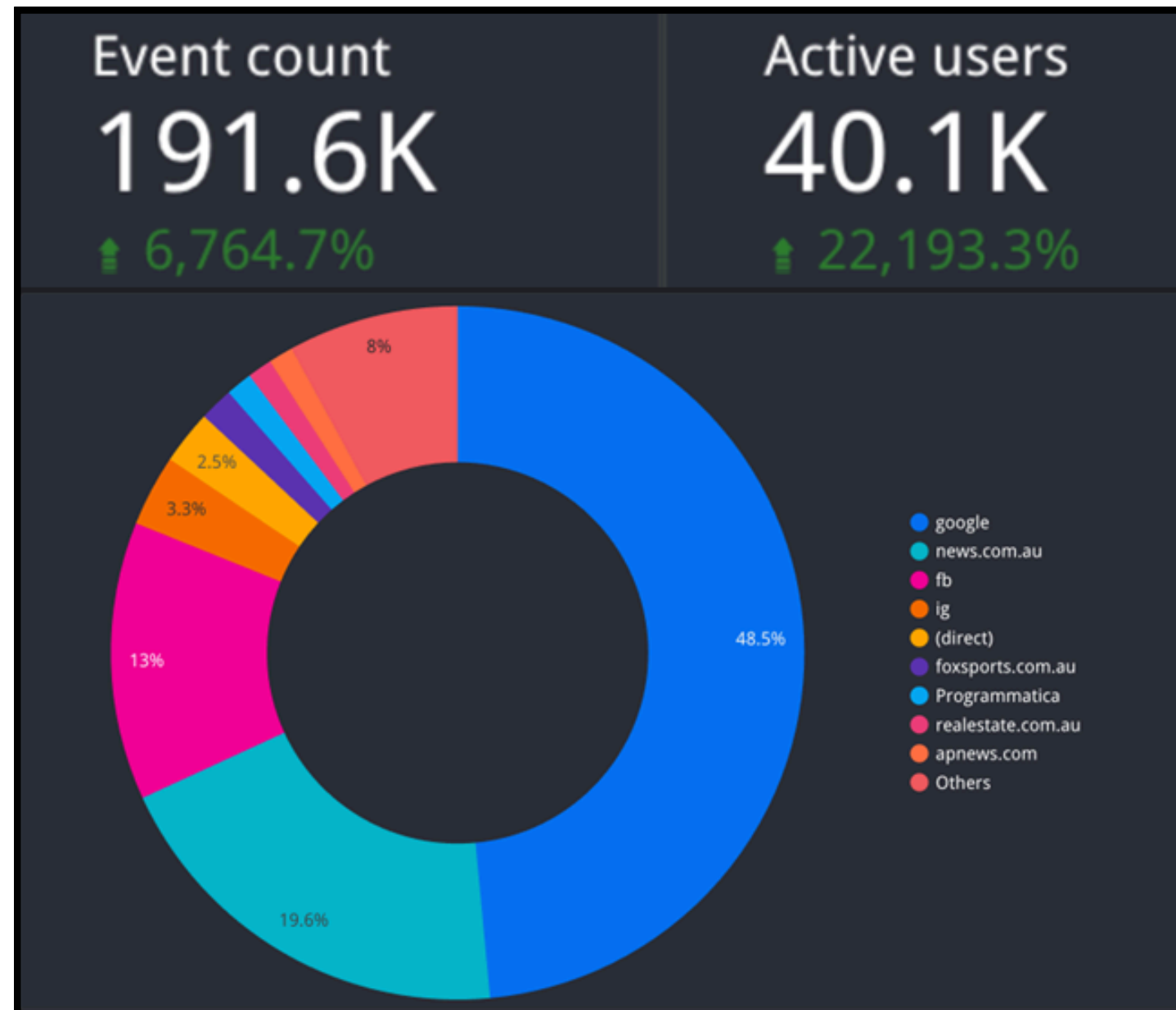
**622 Entries**  
449 opt-ins



# The Campaign Microsite.



# Website Traffic Data - Main Campaign.



Website Event Count		
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% ↑
<b>Grand total</b>	<b>191,588</b>	<b>6,764.5% ↑</b>

# Ads In-Situation - Main Campaign.

Curious where Jazz, Cajun & Blues was born?  
Explore **LOUISIANA**  
& WIN A TRIP TO THE SOUTH!

helloworld THE TRAVEL PROFESSIONALS **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 THE TRAVEL PROFESSIONALS **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 THE TRAVEL PROFESSIONALS **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 THE TRAVEL PROFESSIONALS **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 THE TRAVEL PROFESSIONALS **WHERE MUSIC WAS BORN** DELTA

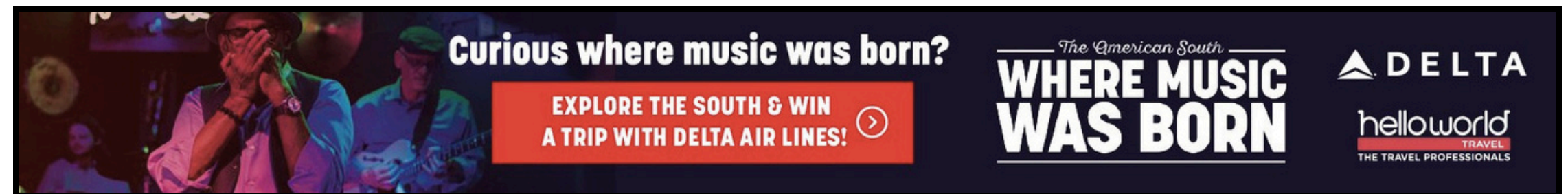
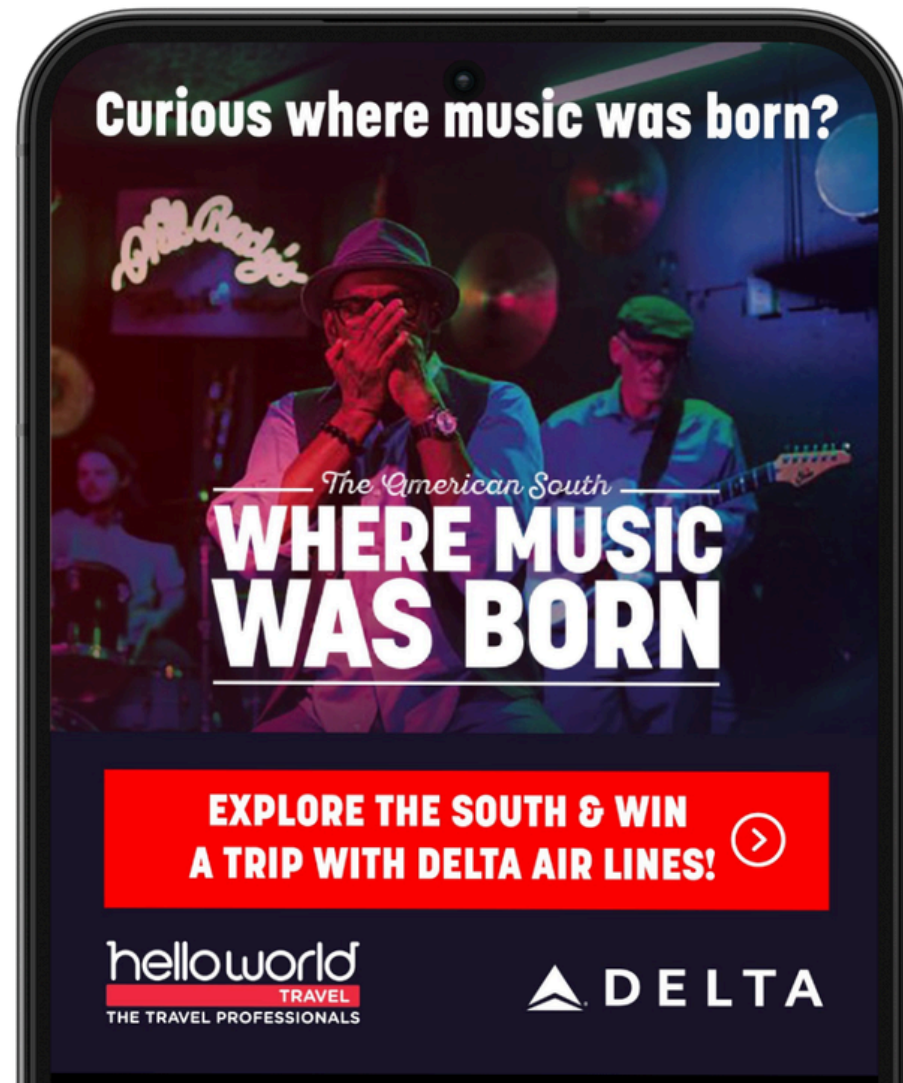
wheremusicwasborn.com/#c...  
Win A Trip To Where Music Was Born Learn more

144 15 comments

Like Comment Share

# Promotion: Traffic Drivers & Performance.

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

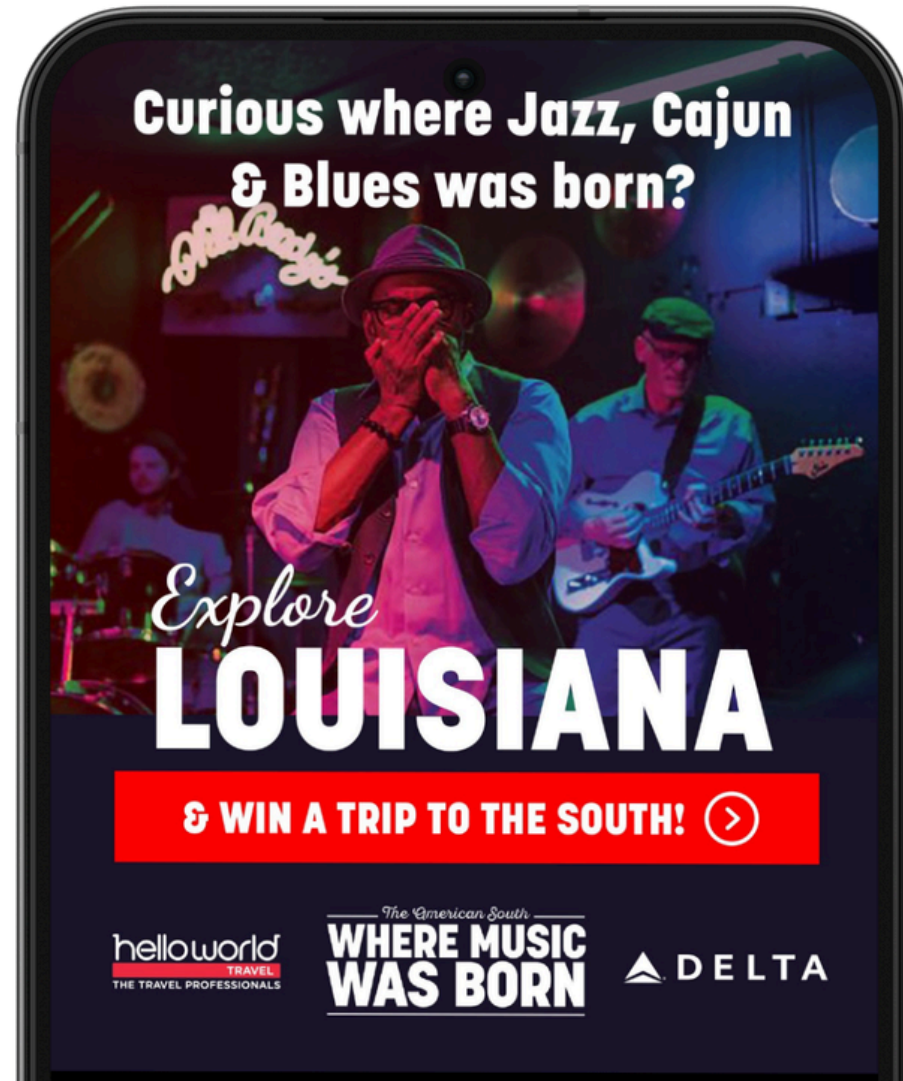




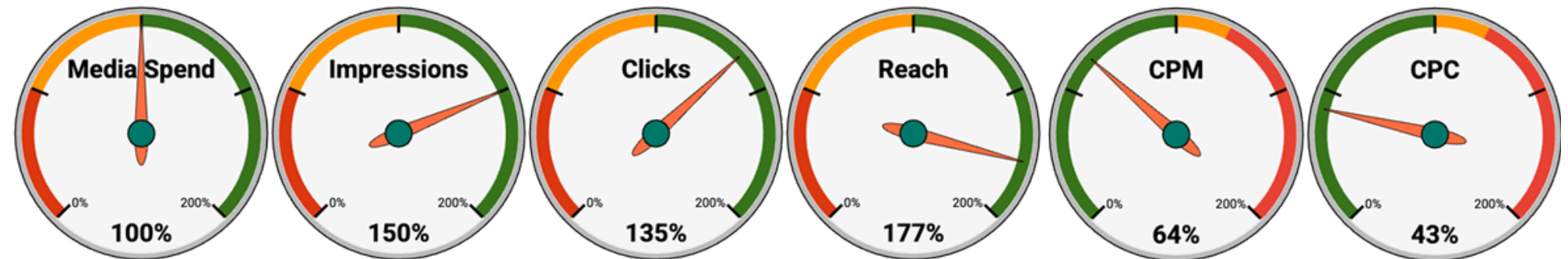
# Louisiana: Traffic Drivers & Performance.



Impressions	Reach	Clicks
1,628,076	325,615	2,526

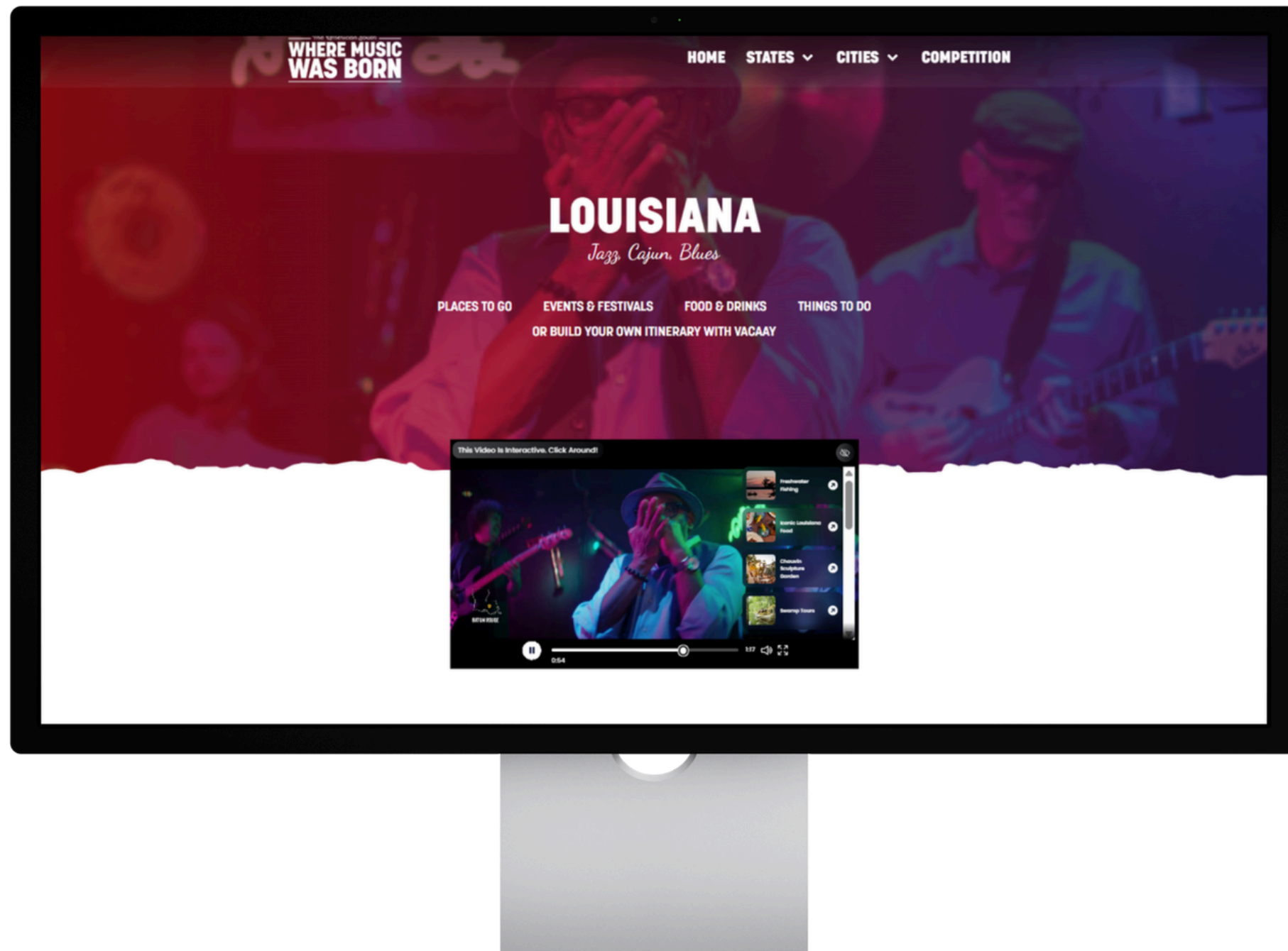
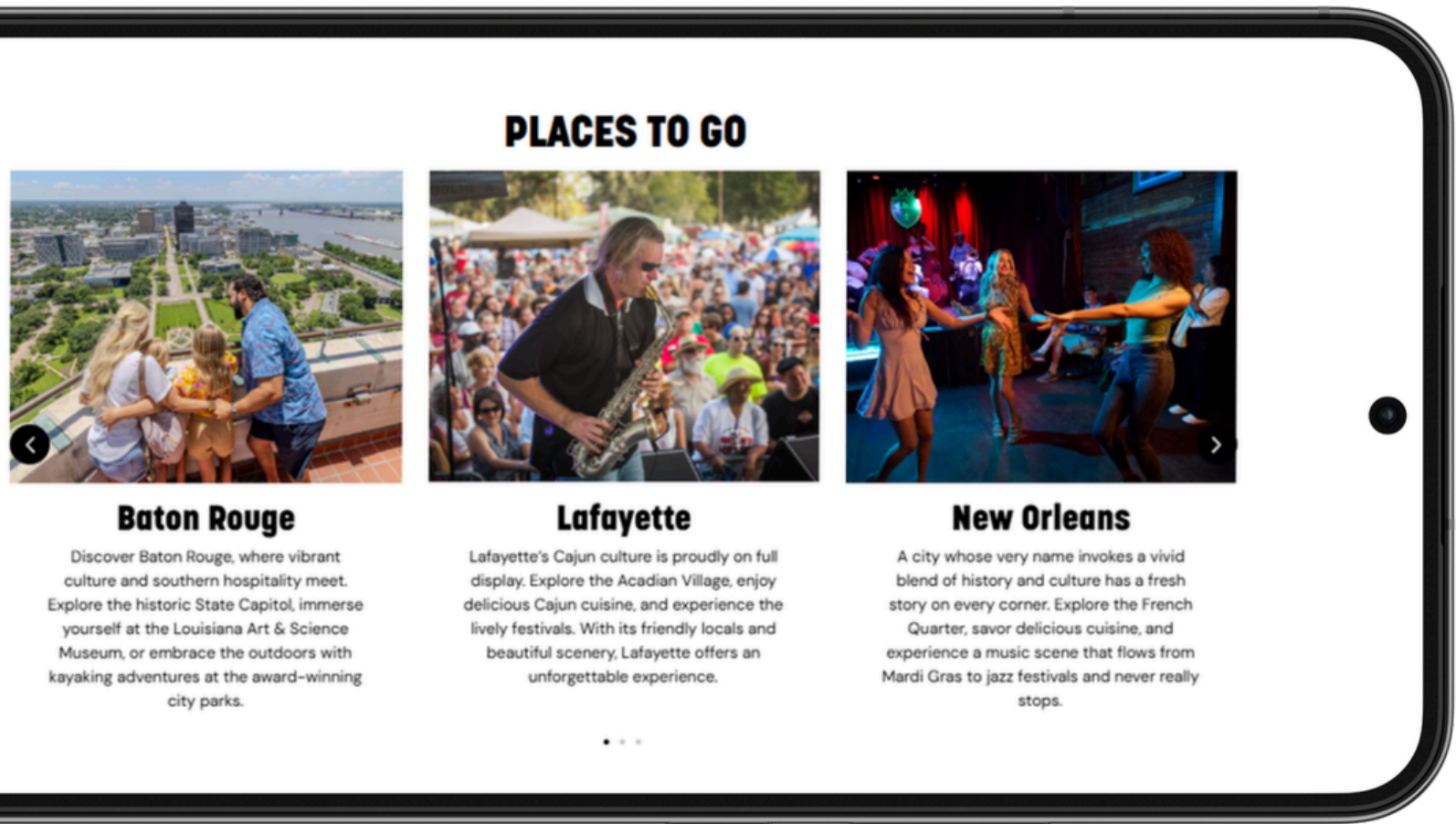


Campaign Actuals | % Of Target Achieved





# Louisiana: Destination Page Highlights.





# Louisiana: Destination Page Highlights.



### Satchmo Summerfest

Satchmo SummerFest, a New Orleans jazz extravaganza, honors Louis "Satchmo" Armstrong. Enjoy seminars, art, live music, and local eats and drinks. Immerse yourself in the city's vibrant culture!



### Festival Acadiens et Créoles

Festivals Acadiens et Créoles, Lafayette's October extravaganza, celebrates the region's rich European, African, and Indian roots. Immerse yourself in Cajun culture and discover the true essence of Creole heritage.



### Baton Rouge Blues Festival

Baton Rouge Blues Festival, one of America's oldest, rocks downtown annually. This free weekend-long event features world-renowned blues artists. Come celebrate the swamp blues!



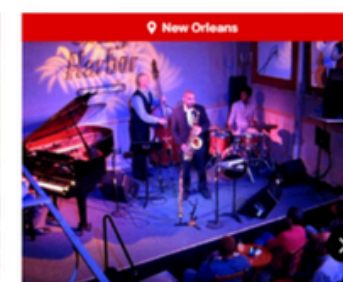
### Brennan's

Brennan's, a French Quarter icon, offers world-class cuisine and a renowned wine cellar. Breakfast is a beloved tradition, and dinner is highly acclaimed. Experience New Orleans' finest dining at Brennan's.



### Prejean's Restaurant

Prejean's, a Cajun culinary gem, offers world-class seafood, juicy steaks, wild game, and legendary gumbos. Live Cajun music fills the air, and antiques adorn the walls. Experience the heart of Cajun culture.

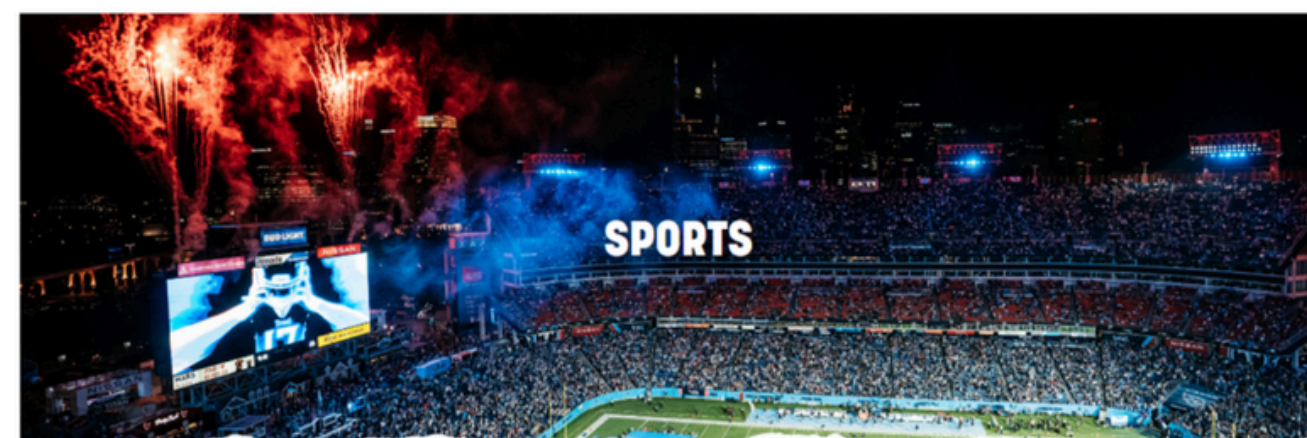


### Snug Harbor

Snug Harbor, a Marigny gem since the 1800s, serves up incredible live jazz and Louisiana cuisine. Enjoy appetizers, sandwiches, seafood, steaks, and more in the cozy dining room, bar, or music room.

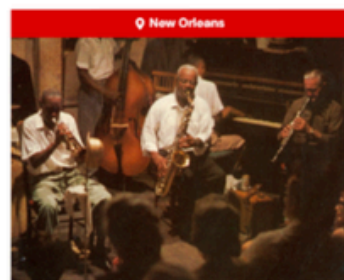


# Louisiana: Destination Page Highlights.



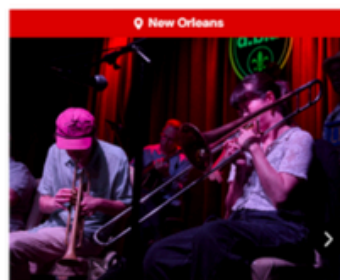
### Vermilionville

Vermilionville, a living history museum, explores the rich heritage of Louisiana's Native Americans, Acadians, Creoles, and African descent. Discover their stories, interactions, and the enduring connections to today's culture.



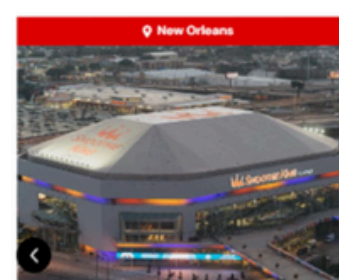
### Preservation Hall

Preservation Hall, a French Quarter landmark, offers 360 nights of live, acoustic New Orleans jazz. Hear legendary musicians perform this iconic musical genre in an intimate setting.



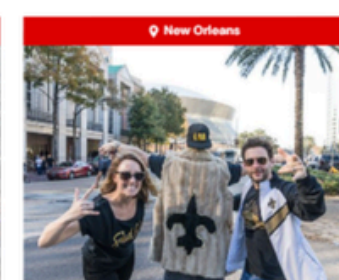
### Frenchmen Street

A hidden gem just steps from the French Quarter, Frenchmen Street boasts a vibrant live music scene. Discover legendary venues and emerging talent behind those plain wooden signs.



### New Orleans Pelicans

Catch the New Orleans Pelicans at Smoothie King Center, where NBA stars, fast-paced action, and a lively crowd bring big-league basketball energy to the Crescent City.



### New Orleans Saints

Cheer 'Who Dat!' as the New Orleans Saints light up the Superdome with thrilling NFL action, a lively game-day atmosphere, and fans whose passion rivals the city's festive spirit.

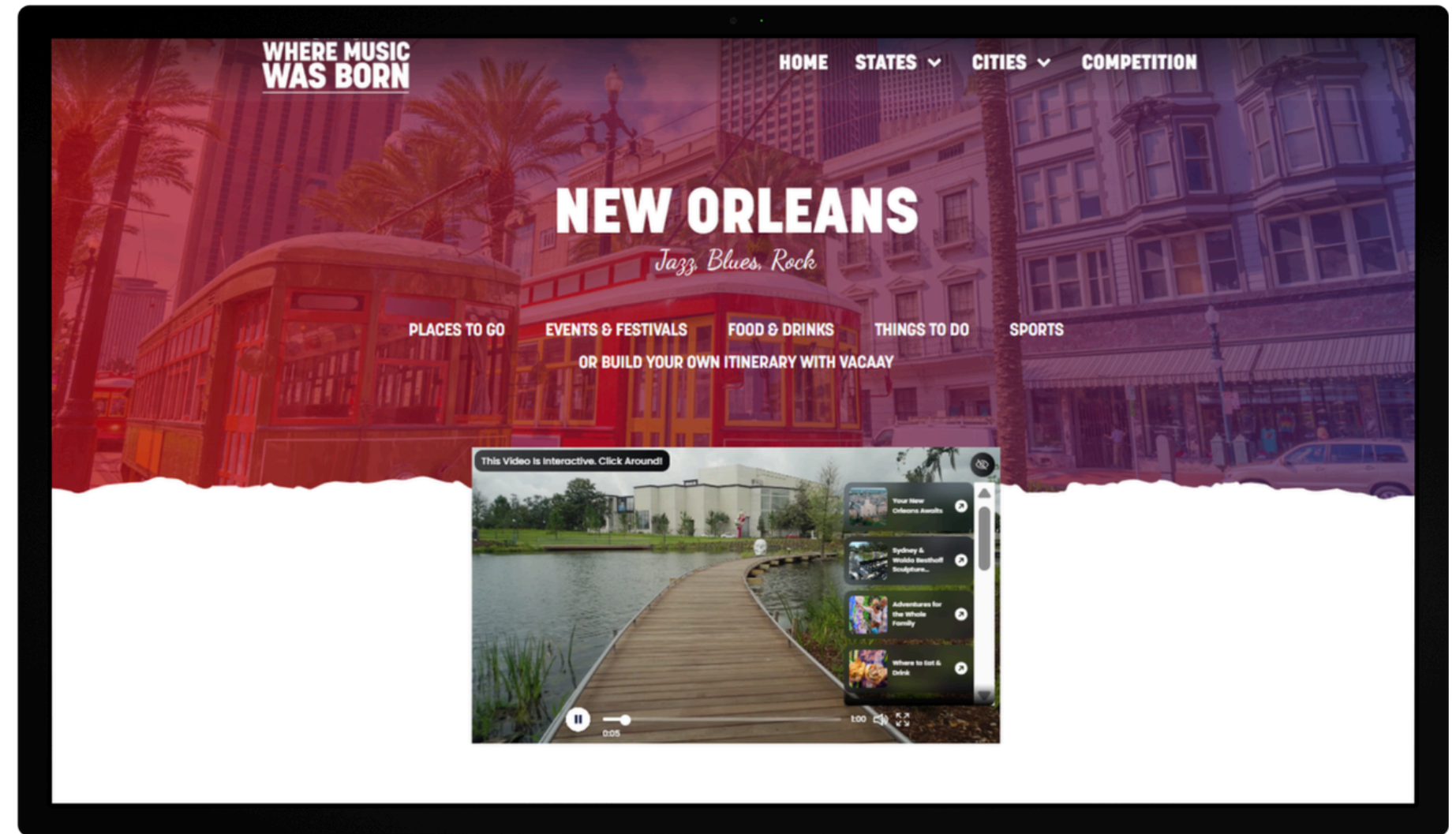


### Golfing / Zurich Golf Classic

Each spring, the Zurich Classic brings PGA TOUR stars to New Orleans, where team play, festive crowds, and local flavor make this golf tournament a unique stop on the tour.

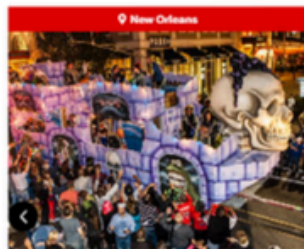


# New Orleans: Destination Page Highlights.





# New Orleans: Destination Page Highlights.



### Krewe of Boo

New Orleans' Krewe of Boo parade floats up Halloween with spooky floats, costumes, and music, blending the city's love of parades with festive frights in the French Quarter.



### Mardi Gras

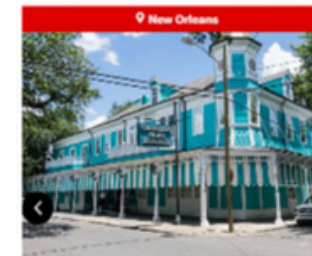
New Orleans' Mardi Gras dazzles with parades, music, costumes, and culture, as krewes fill the streets with color and celebration in one of the world's most famous festivals.



### French Quarter Festival

Set in the heart of New Orleans, French Quarter Festival is the world's largest showcase of Louisiana music, with jazz-filled stages, local food, and vibrant culture along the riverfront.

.....



### Commander's Palace

A New Orleans landmark since 1993, Commander's Palace is famed for award-winning Creole cuisine, jazz brunches, and Southern hospitality in the heart of the Garden District.



### Arnaud's Jazz Bistro

In the heart of the French Quarter, Arnaud's Jazz Bistro pairs classic Creole cuisine with live Dixieland jazz, offering an authentic New Orleans dining and music experience.

.....



### Snug Harbor

Snug Harbor, a Marigny gem since the 1800s, serves up incredible live jazz and Louisiana cuisine. Enjoy appetizers, sandwiches, seafood, steaks, and more in the cozy dining room, bar, or music room.



# New Orleans: Destination Page Highlights.



**Preservation Hall**  
Preservation Hall, a French Quarter landmark, offers 360 nights of live, acoustic New Orleans jazz. Hear legendary musicians perform this iconic musical genre in an intimate setting.

**Louis Armstrong Park**  
Honoring the city's jazz legend, Louis Armstrong Park features historic Congo Square, public art, and open green spaces, celebrating New Orleans' musical and cultural heritage.

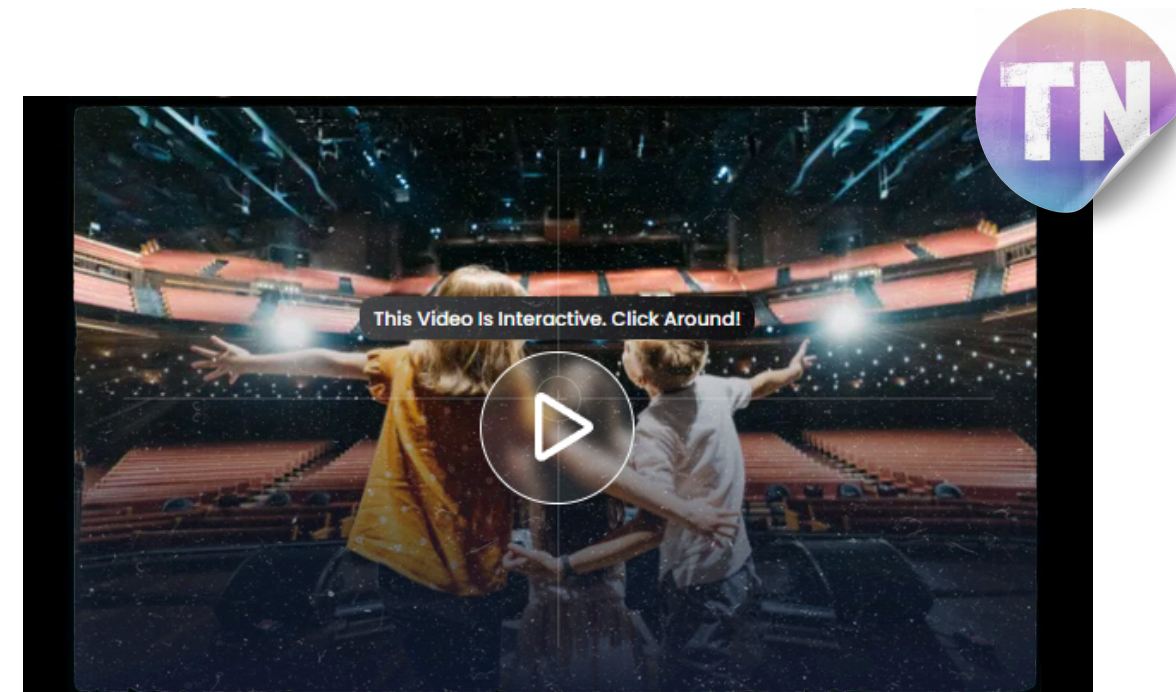
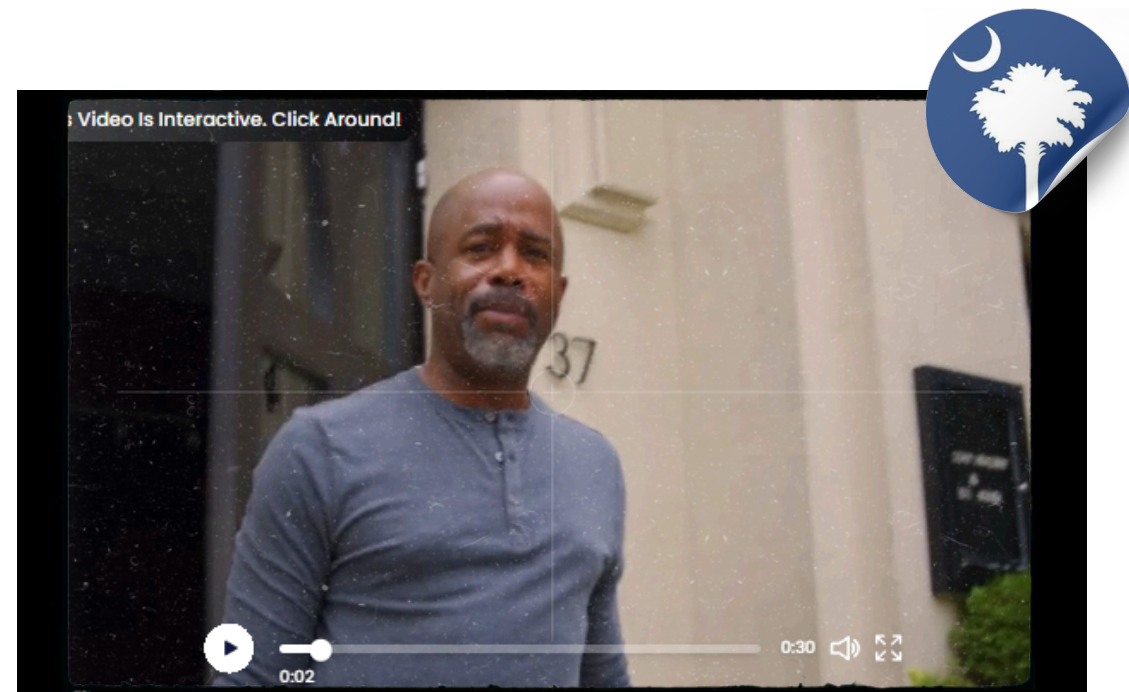
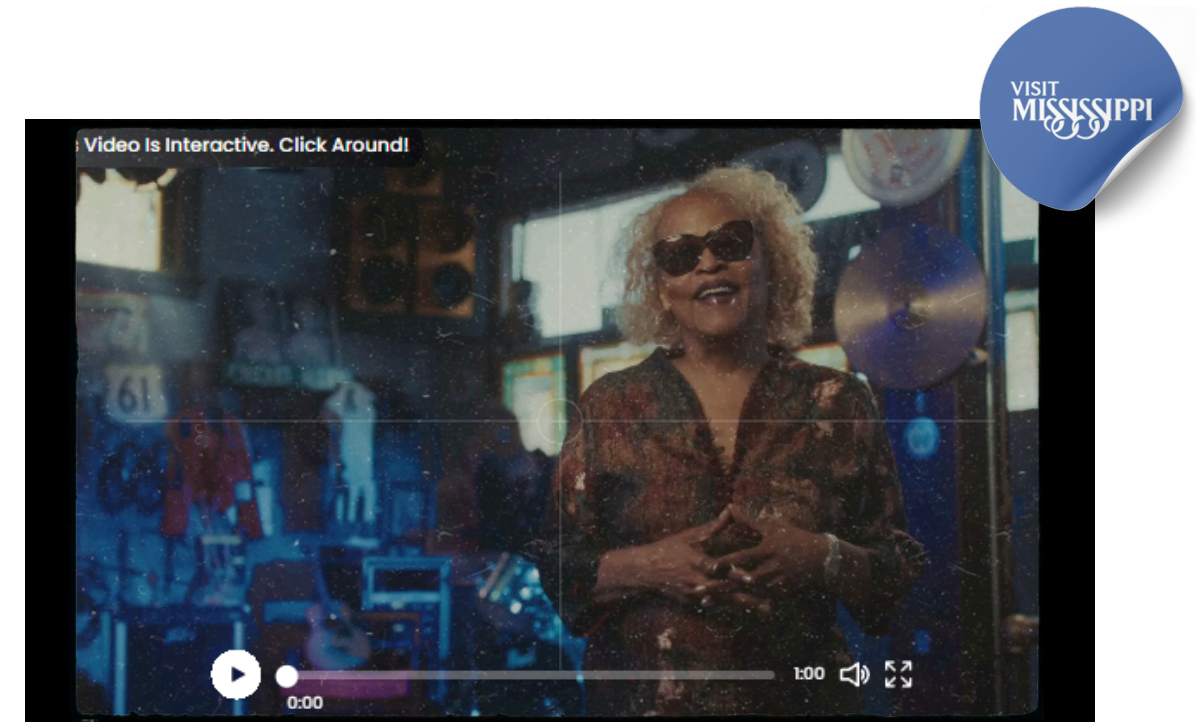
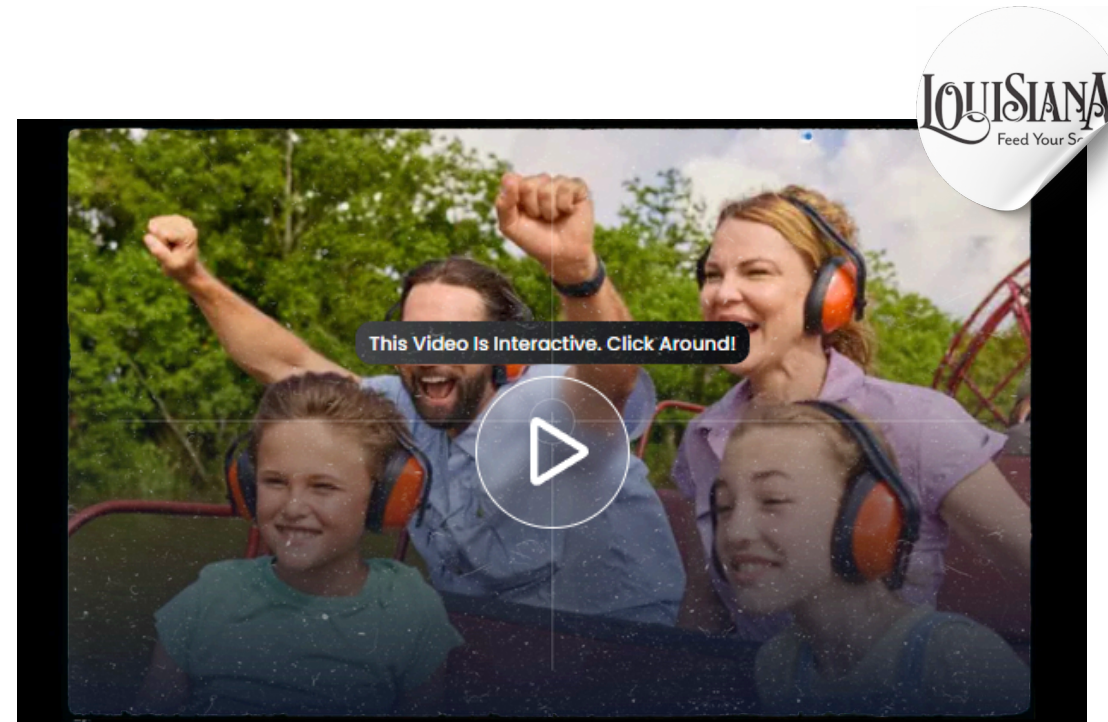
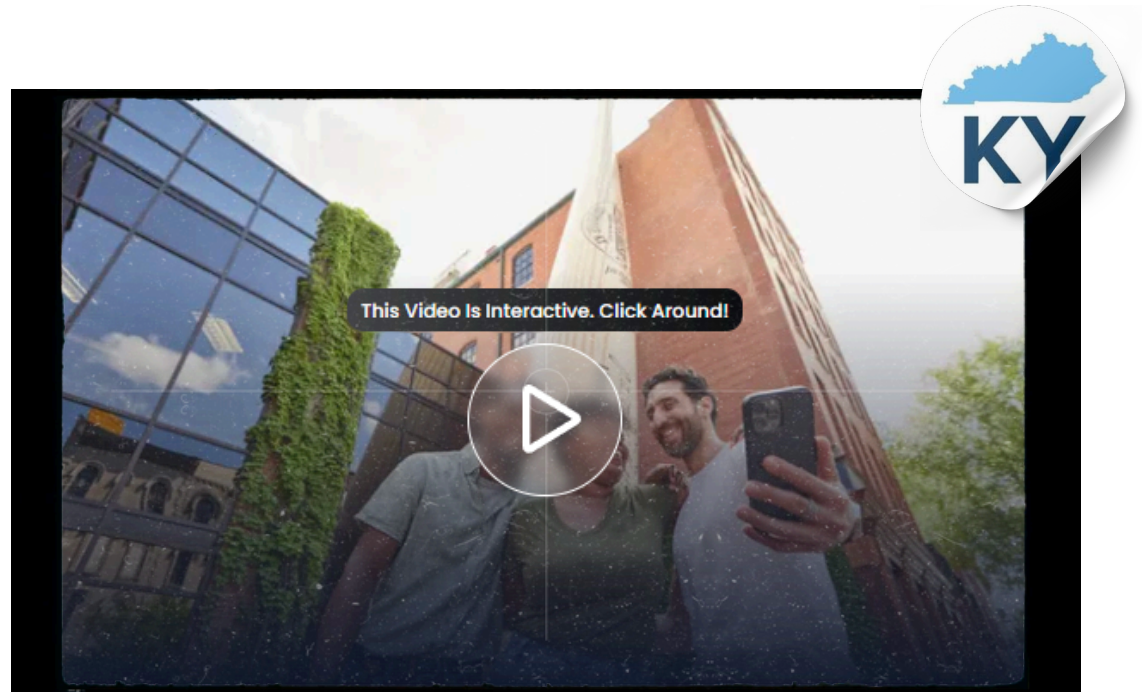
**New Orleans Jazz Museum**  
Located in the historic Old U.S. Mint, the New Orleans Jazz Museum celebrates the city's musical legacy with exhibits, performances, and artifacts honoring jazz past and present.

**Outdoor Adventures**  
Experience New Orleans beyond the music with outdoor adventures like kayaking and paddleboarding on Bayou St. John or biking scenic trails, blending fresh air with Crescent City charm.

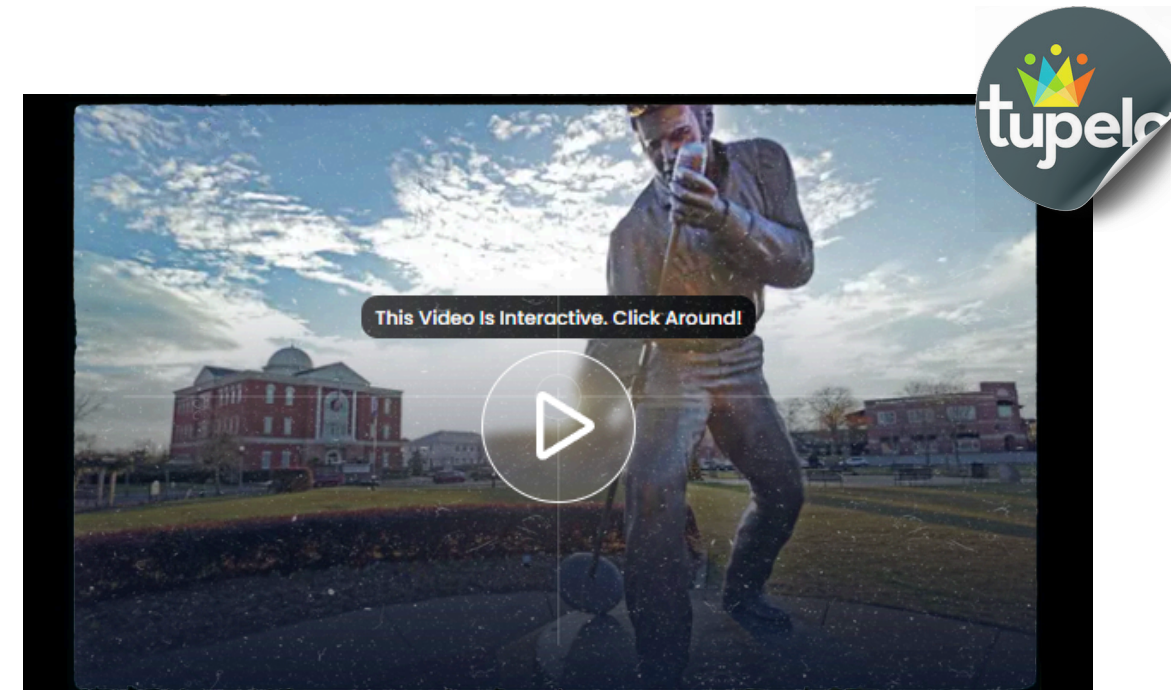
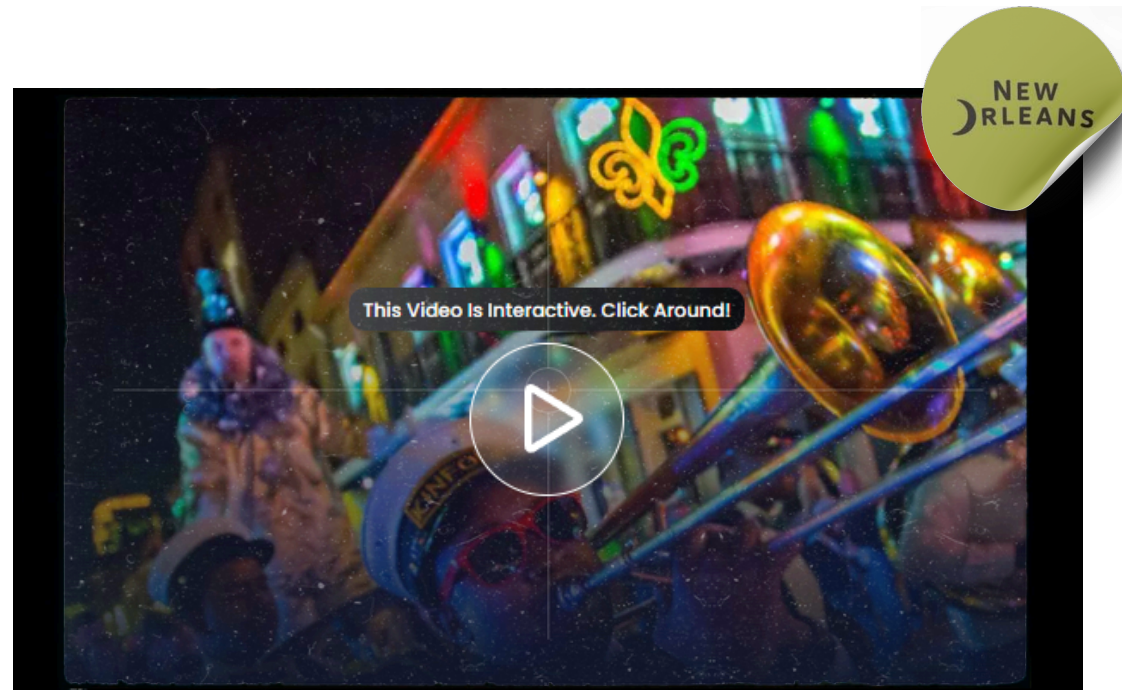
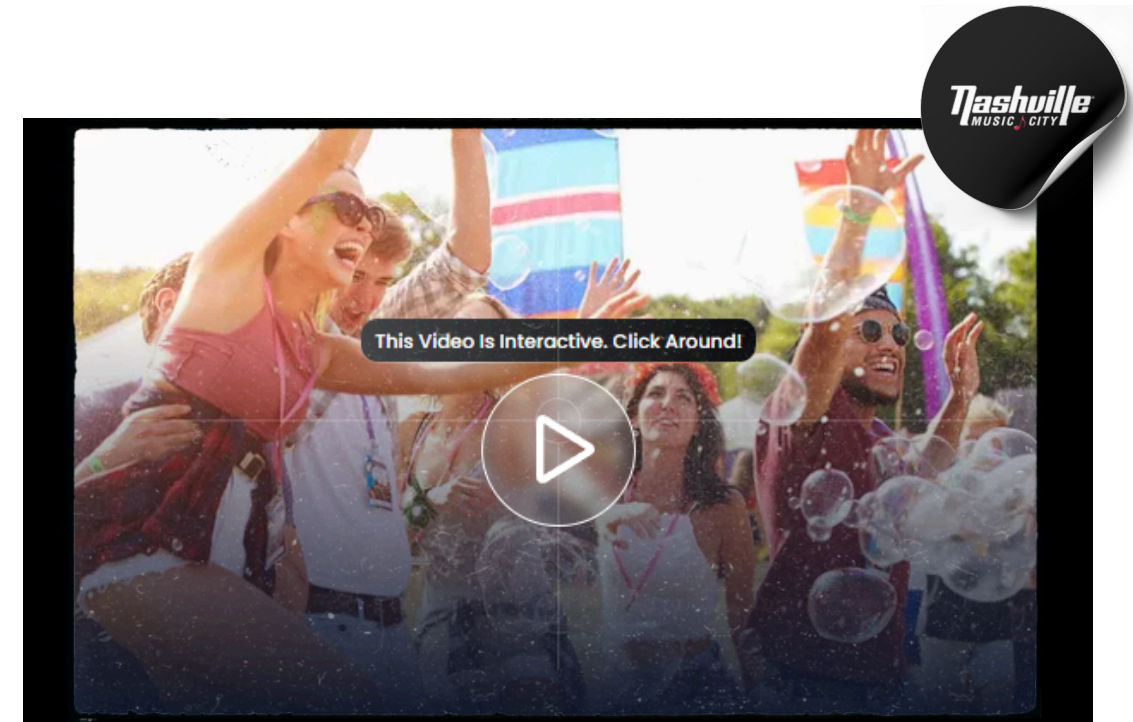
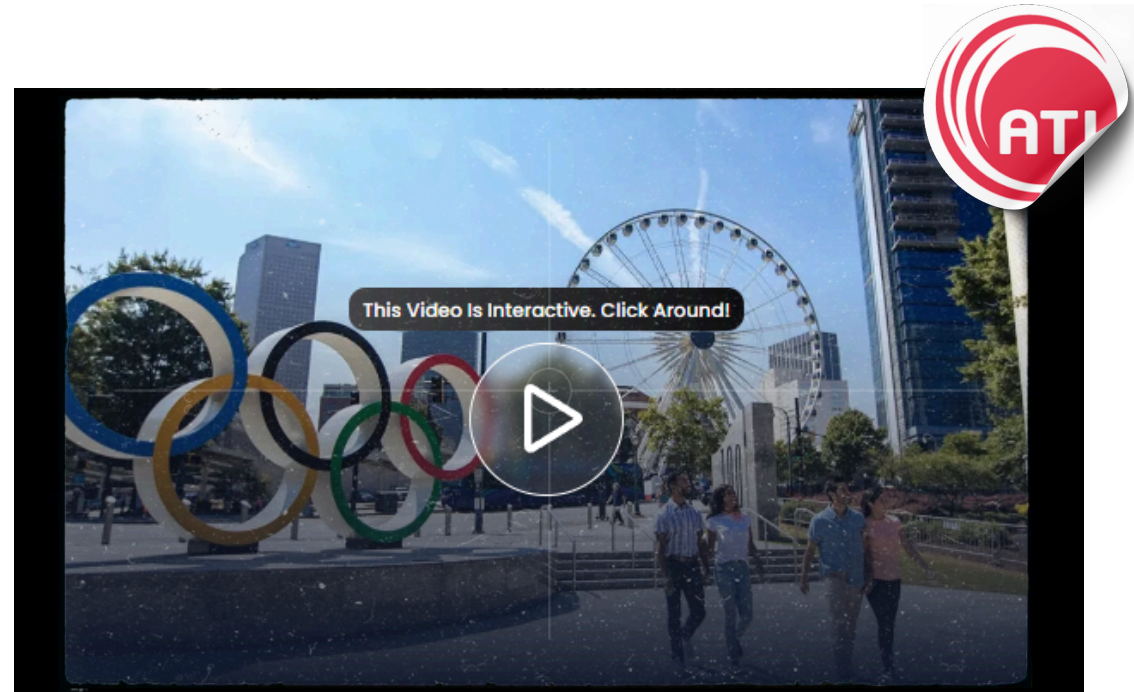
**Pickleball/ NOLA Pickle Fest**  
Celebrate the fast-growing sport of pickleball at NOLA Pickle Fest, where players of all levels enjoy tournaments, clinics, food, and music in true New Orleans festival style.

**Zurich Golf Classic**  
Each spring, the Zurich Classic brings PGA TOUR stars to New Orleans, where team play, festive crowds, and local flavor make this golf tournament a unique stop on the tour.

# Interactive Video Links.



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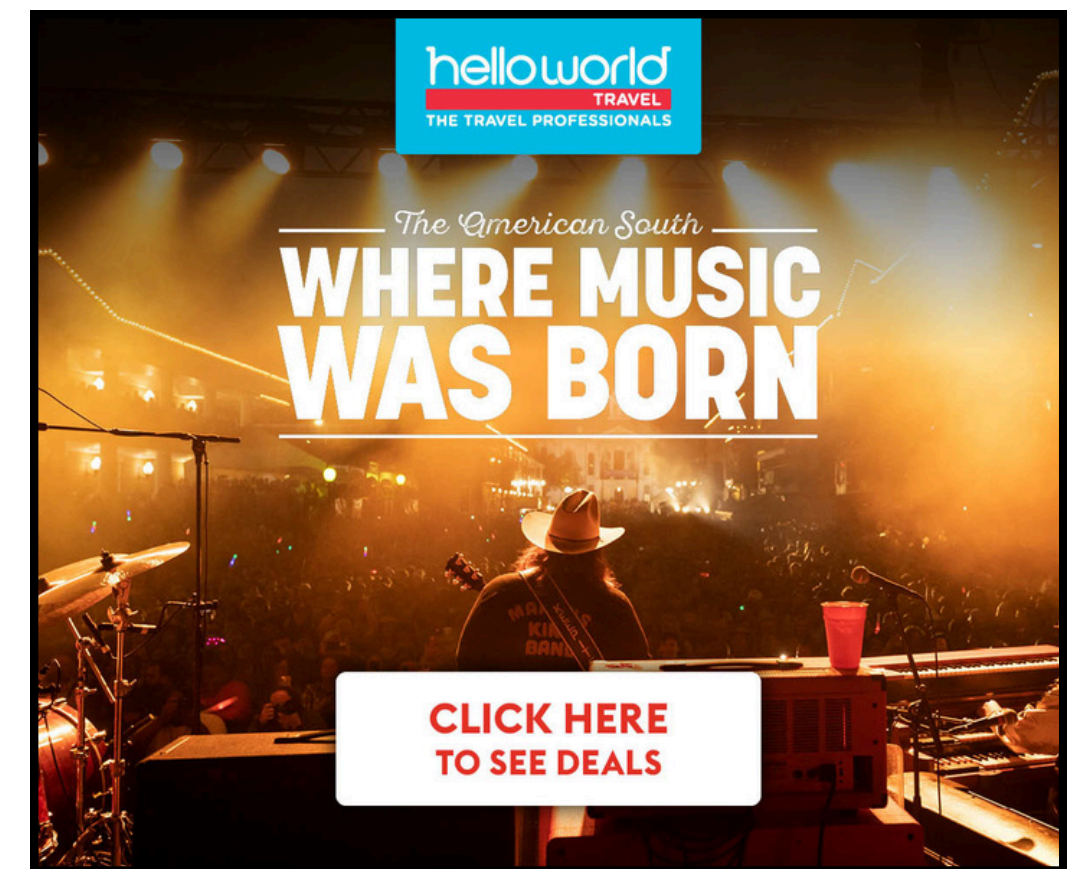
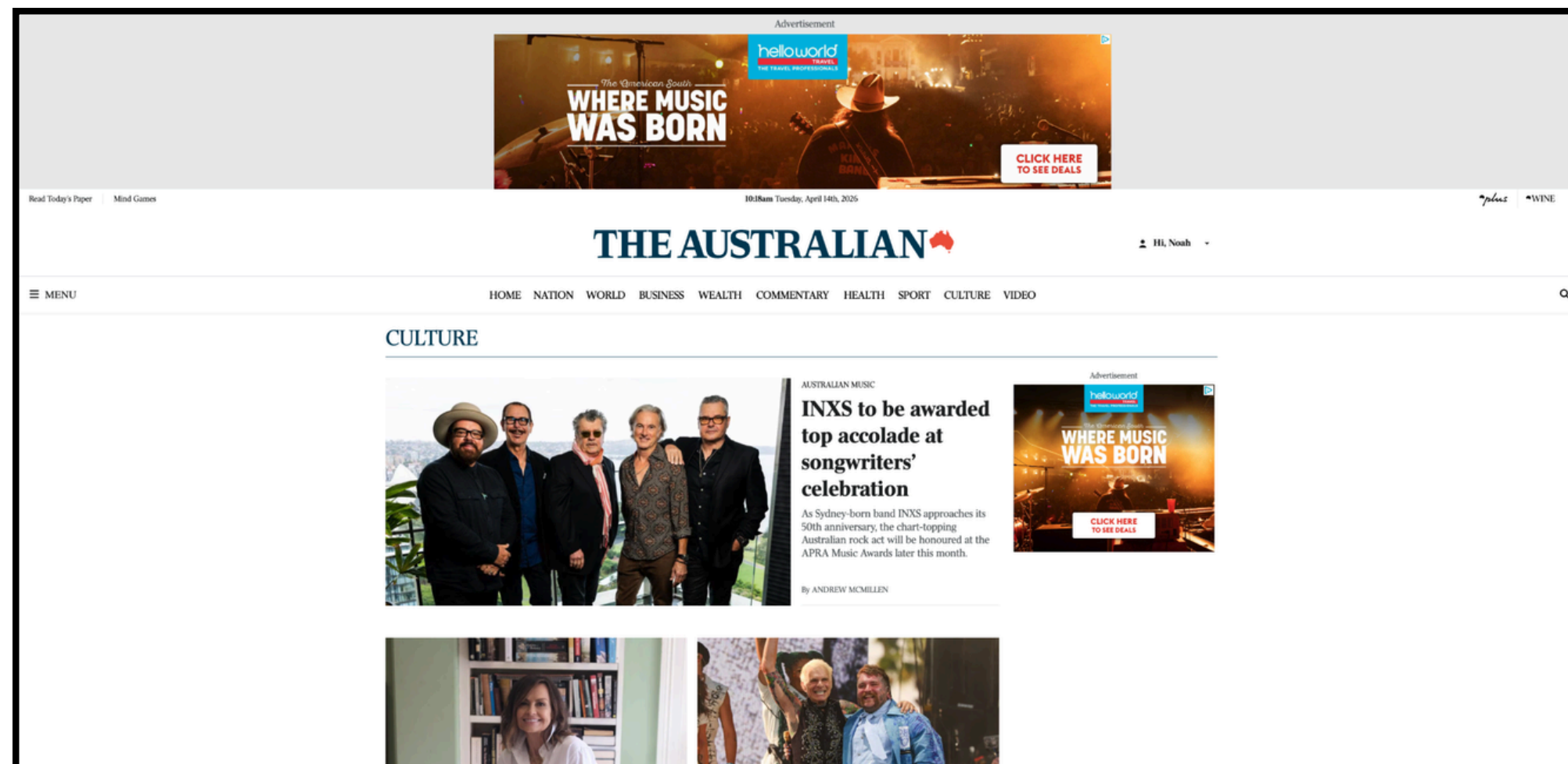




# Trade Retargeting Campaign.



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.



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## 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

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## USA's Southern States

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.

### 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

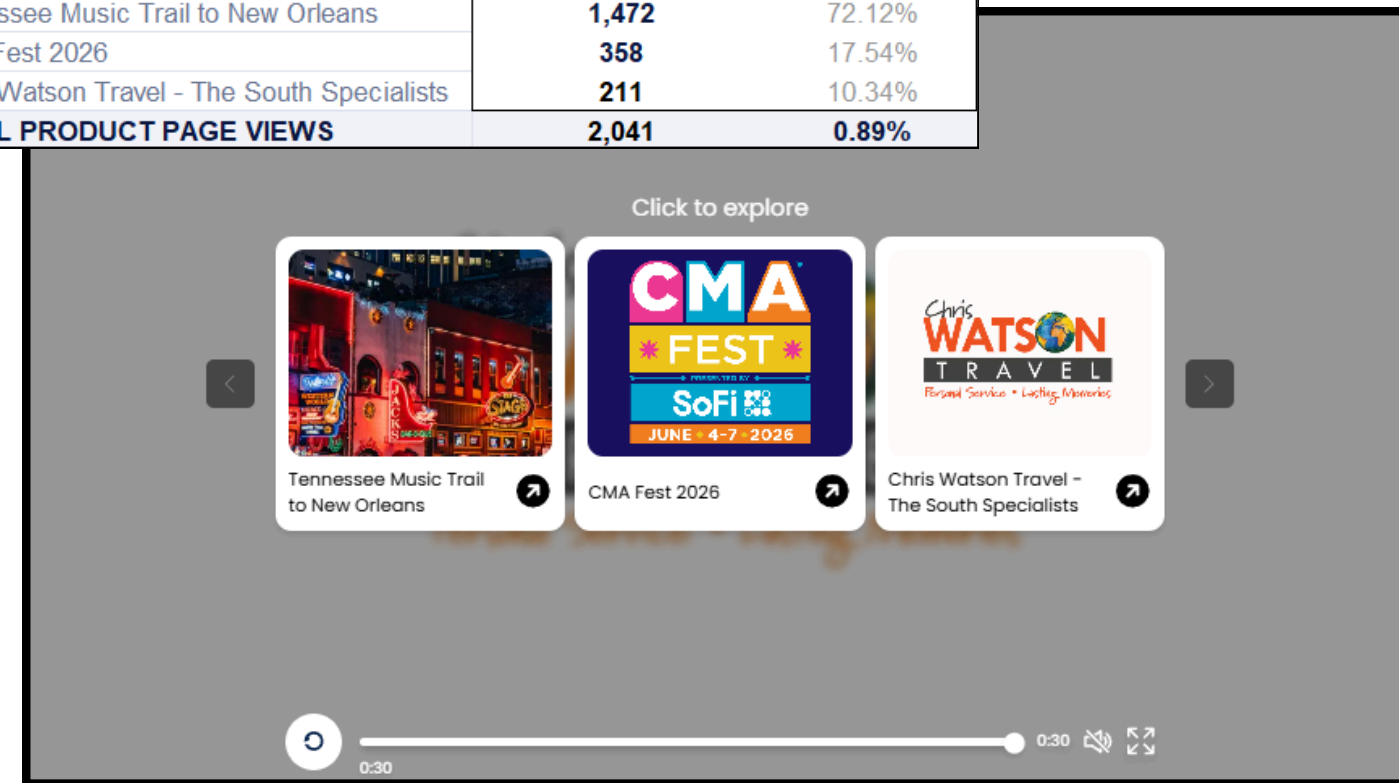
# Video-led Trade Lookalike Campaign.



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%
<b>TOTAL PRODUCT PAGE VIEWS</b>	<b>2,041</b>	<b>0.89%</b>





# 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 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, Mississippi.

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 WHERE MUSIC WAS BORN

Discover the soul of the American South on a self-drive adventure through Tennessee and Kentucky. From Nashville's legendary honky-tonks to the rolling hills of horse country, this journey hands live music, bourbon tastings, and iconic attractions like Jack Daniel's Distillery and Dollywood. Explore charming towns, historic distilleries, and the birthplace of bluegrass—all at your own pace.

**HIGHLIGHTS:**

- Take a scenic drive into the Great Smoky Mountains or take a visit to Dollywood
- Visit a horse-raised farm or the Kentucky Horse Park in Lexington
- Lexington's Historic Downtown is perfect for great food, boutiques, and local art
- Savour the drinks on Bourbon Row, Louisville at the numerous urban distilleries
- Owensboro is the bluegrass capital and can learn more at the Bluegrass Music Hall of Fame

**INCLUDES:**

- 2 nights at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 1 night at Hampton Inn Tallahoma \*\*\* in a Standard Room
- 1 night at Best Western Plaza Inn, Pigeon Forge \*\*\* in a Standard Room
- 5 nights Days Inn by Wyndham Lexington Southeast \*\*\* in a Standard Room
- 1 night at Quality Inn & Suites, Cincinnati \*\*\* in a Standard Room
- 1 night at Super 8 by Wyndham Indianapolis \*\*\* in a Standard Room
- 1 night at Econo Lodge Downtown, Louisville \*\*\* in a Standard Room
- 2 nights at Best Western Plus Owensboro \*\*\* in a Standard Room
- 15 days Alamo car hire in a Nissan Versa or similar\*

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

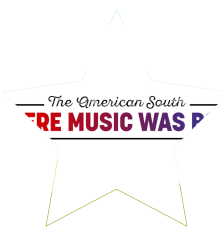
**14 DAY CIVIL RIGHTS HISTORY TRAIL SELF DRIVE**  
NASHVILLE - MEMPHIS - JACKSON - TUSCALOOSA - MONTGOMERY - ALBANY - SAVANNAH - ATLANTA - BIRMINGHAM - NASHVILLE

**INCLUDES:**

- 1 night at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 2 nights at Comfort Inn Memphis Downtown \*\*\* in a Standard Room
- 2 nights at Hampton Inn & Suites Jackson Downtown - Coliseum, Jackson \*\*\* in a Standard Room
- 1 night at Super 8 by Wyndham Tuscaloosa \*\*\* in a Standard Room
- 1 night at Best Western Montgomery 185 North Hotel \*\*\* in a Standard Room
- 1 night at Days Inn by Wyndham Albany \*\*\* in a Standard Room
- 1 night at Clu Best Western Savannah - Gateway 195 \*\*\* in a Standard Room
- 2 nights at Hilton Garden Inn Atlanta - Buckhead \*\*\* in a Standard Room
- 1 night at Best Western Plus Carlton Suites, Birmingham \*\*\* in a Standard Room
- 1 night at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 15 days Alamo car hire in a Nissan Versa or similar\*

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

# The Competition.



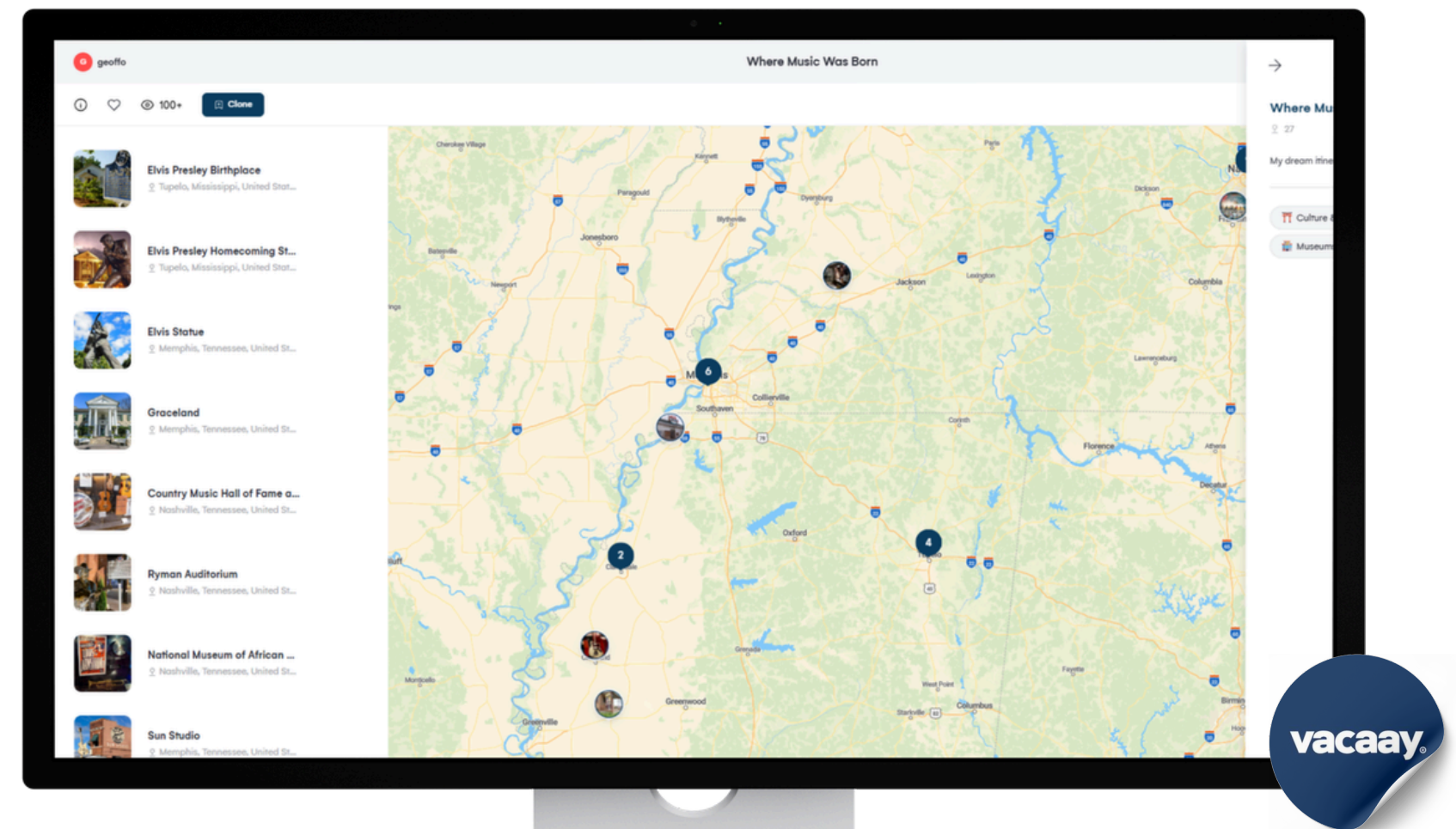
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result. **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.