



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



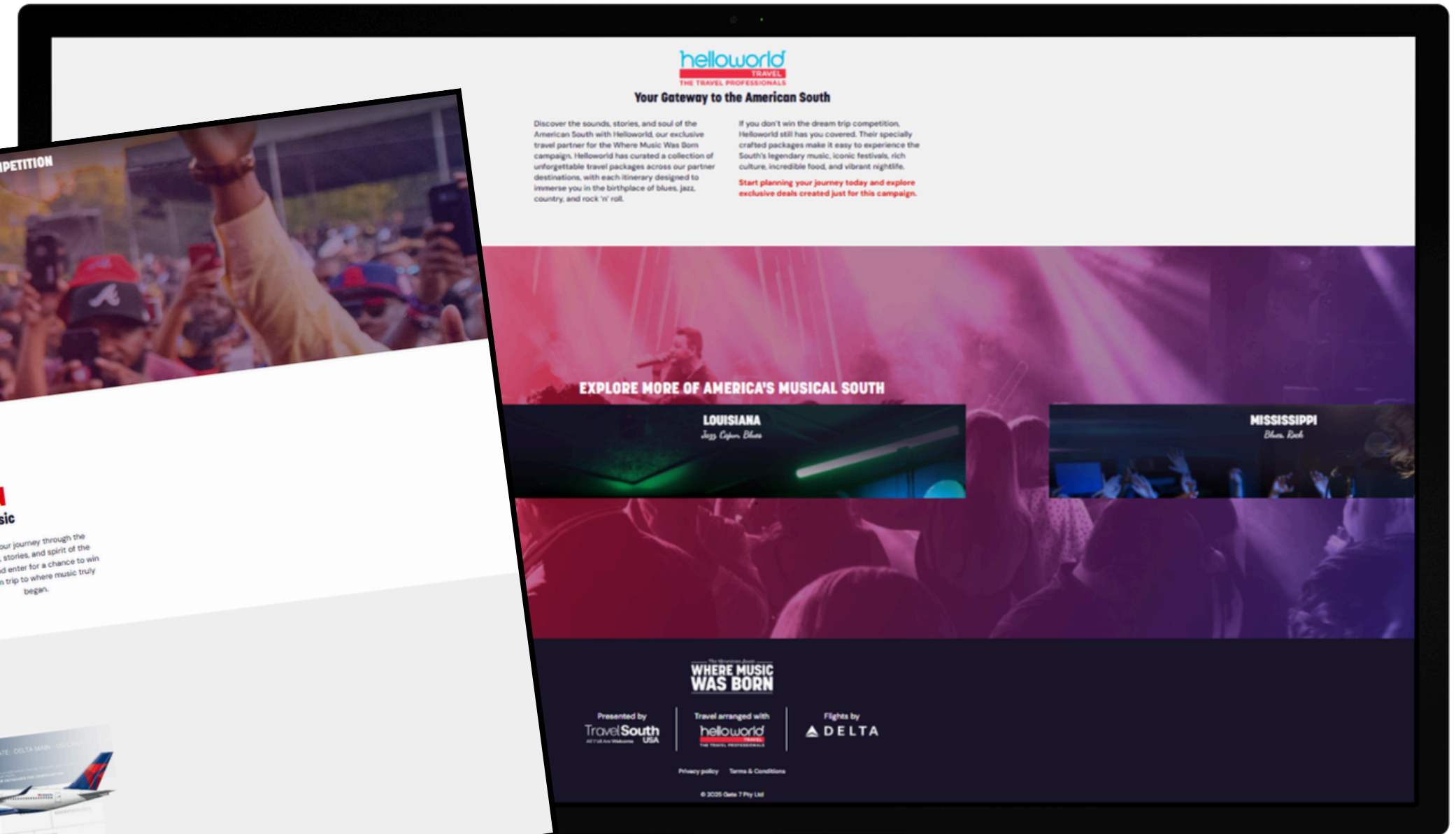
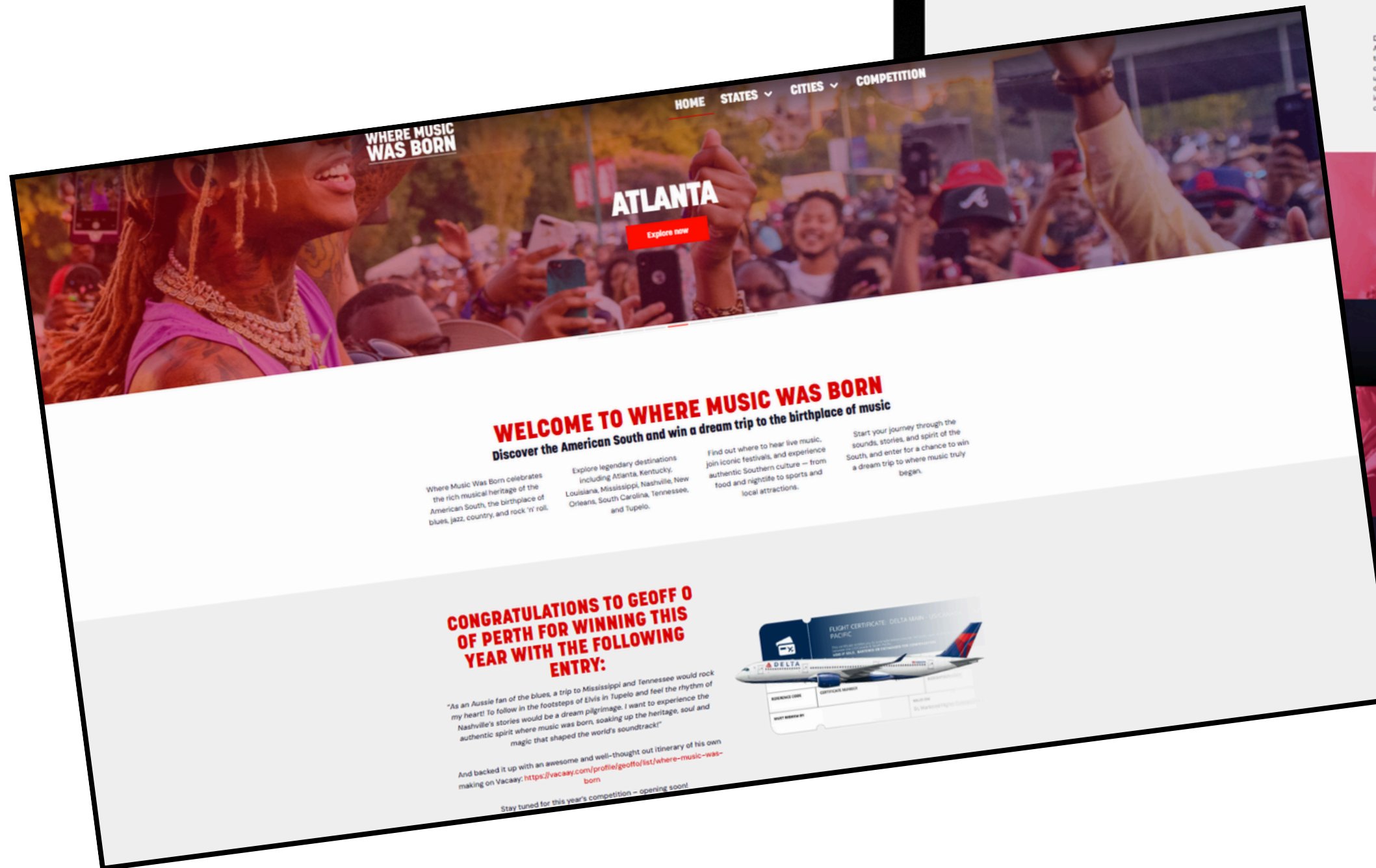
40,499 Engagements on Site
28% over target



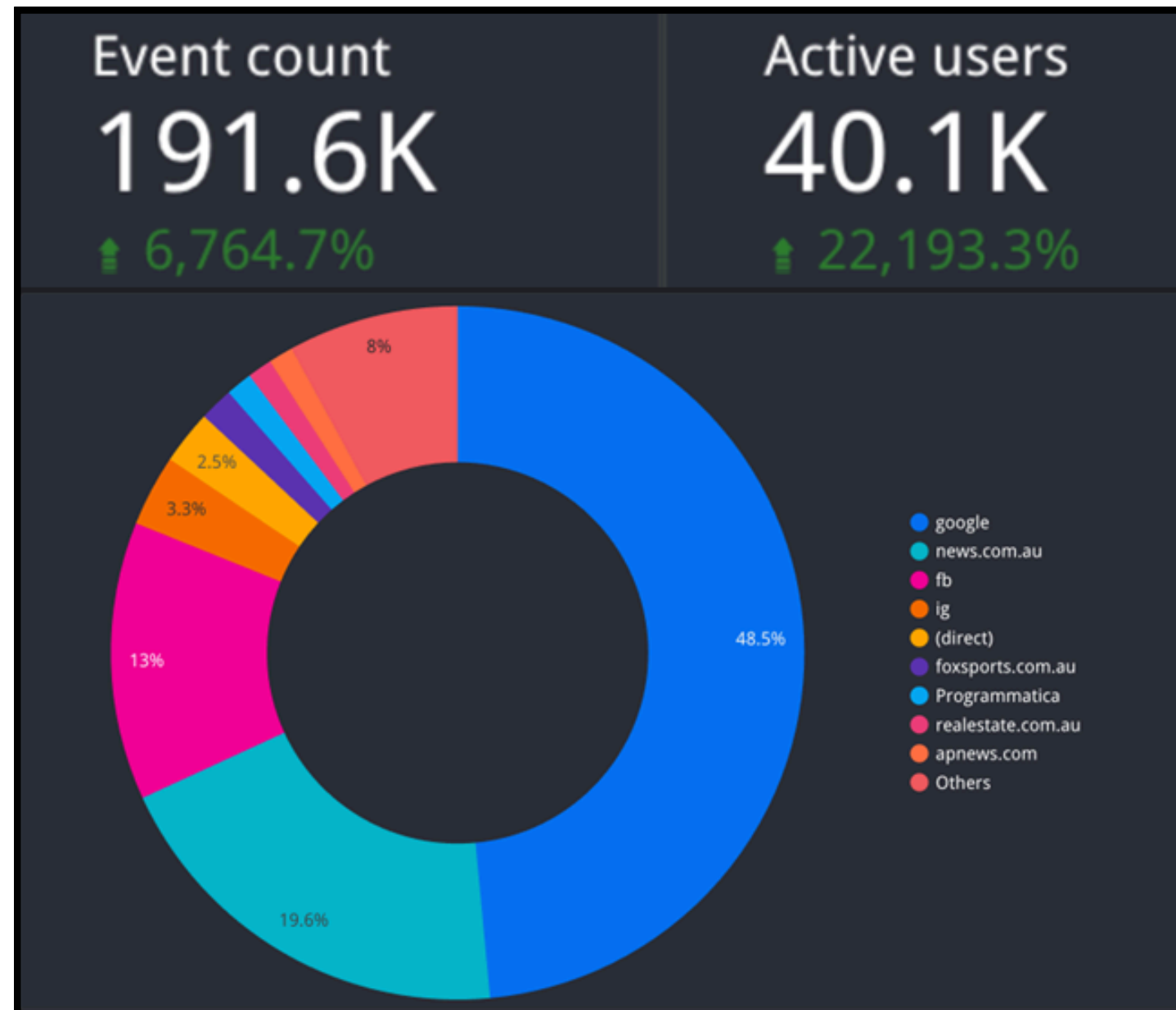
622 Entries
449 opt-ins



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

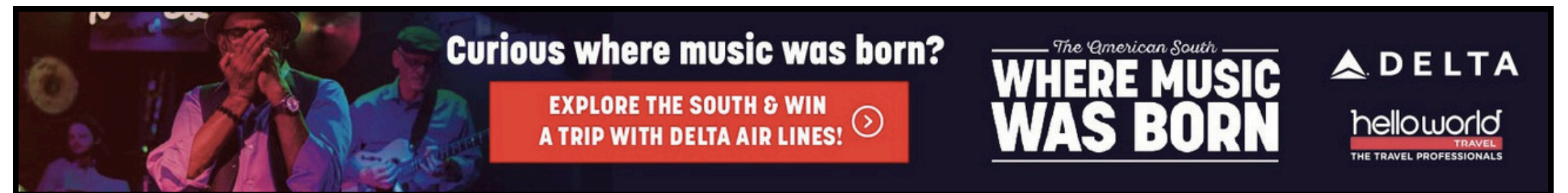
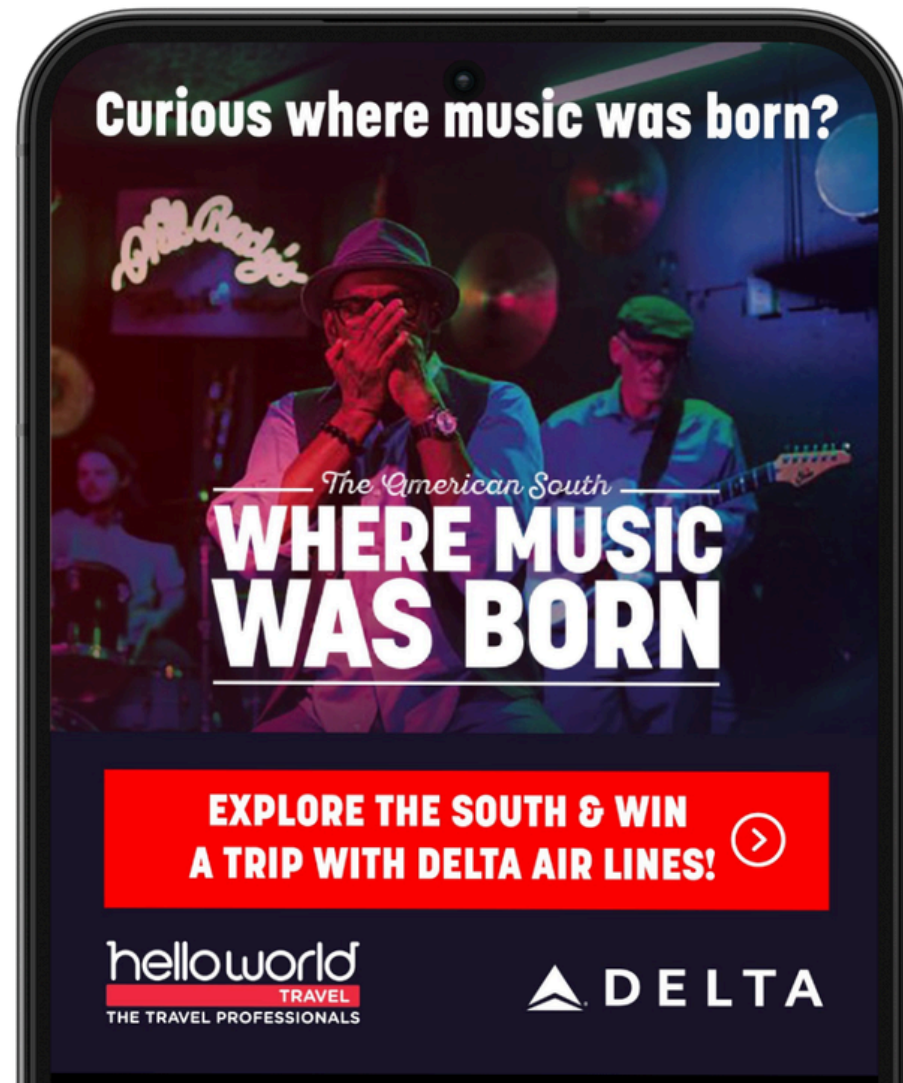
wheremusicwasborn.com/#c... **Win A Trip To Where Music Was Born** [Learn more](#)

144 15 comments

Like Comment Share

Promotion: Traffic Drivers & Performance.

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





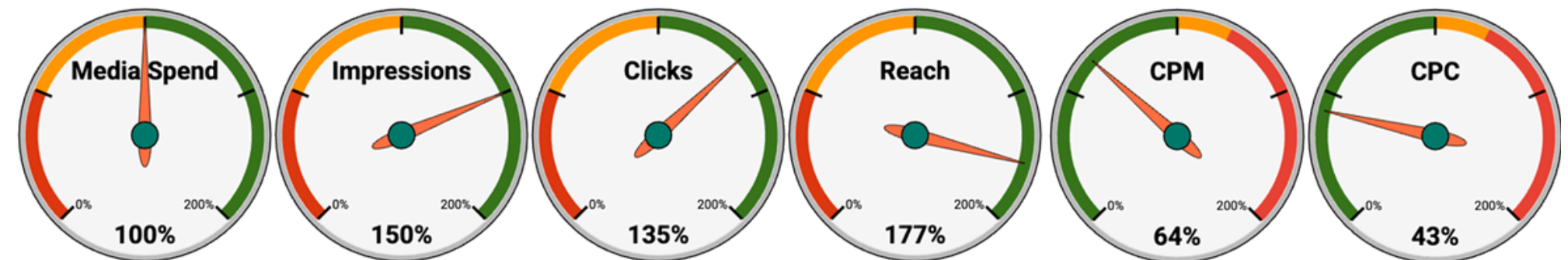
Mississippi: Traffic Drivers & Performance.



Impressions	Reach	Clicks
1,556,514	301,302	1,951

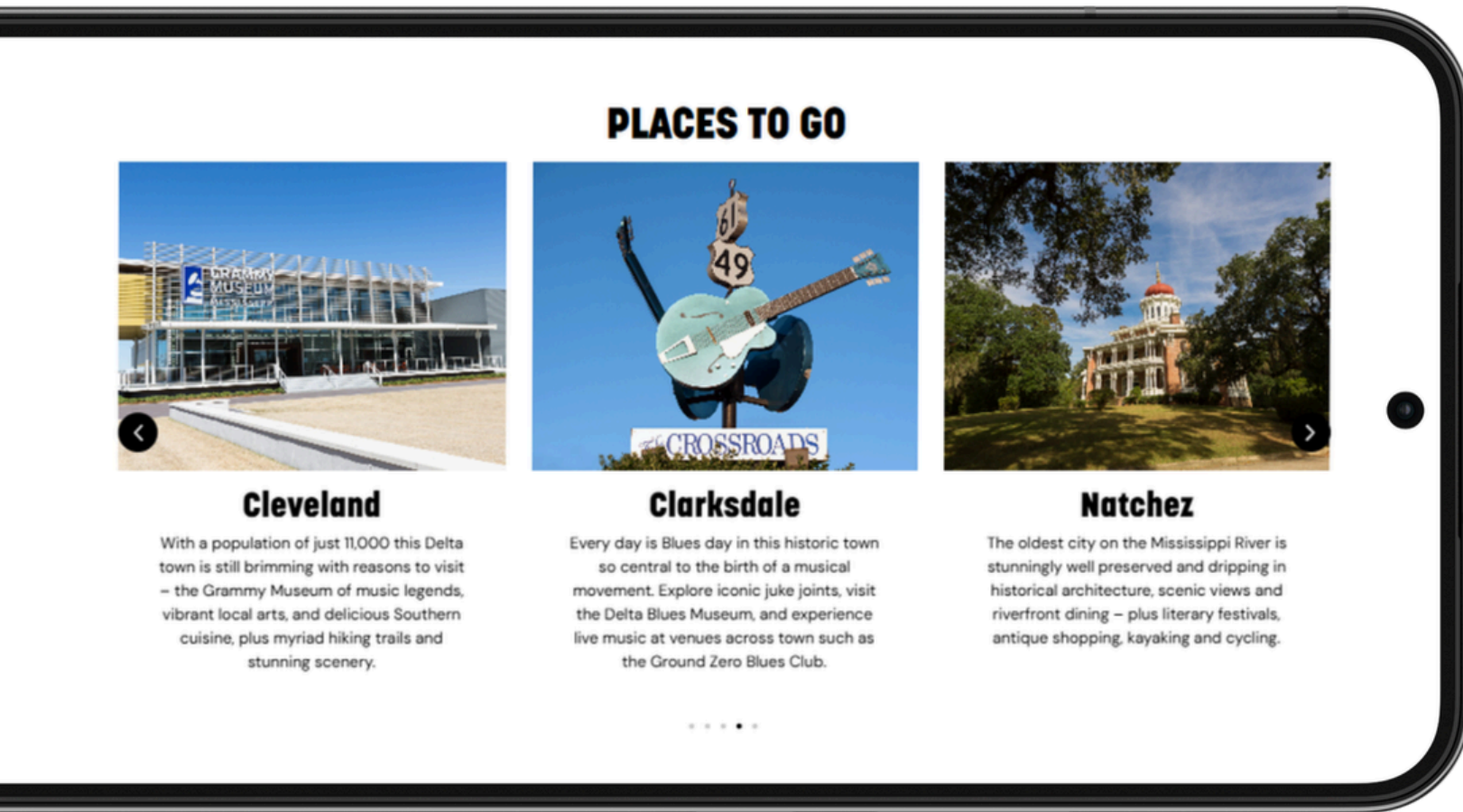


Campaign Actuals | % Of Target Achieved





Mississippi: Destination Page Highlights.



PLACES TO GO



Cleveland

With a population of just 11,000 this Delta town is still brimming with reasons to visit – the Grammy Museum of music legends, vibrant local arts, and delicious Southern cuisine, plus myriad hiking trails and stunning scenery.



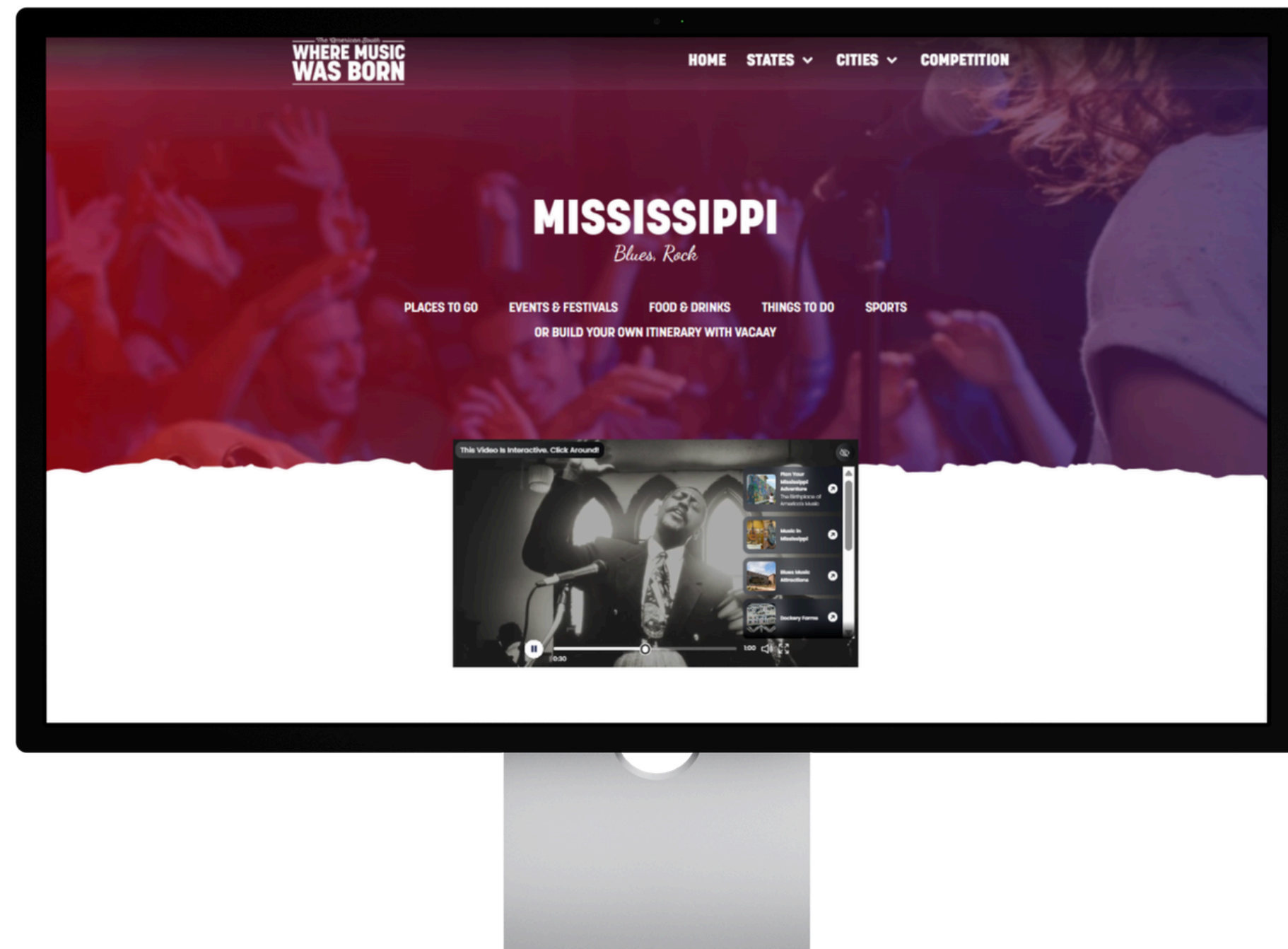
Clarksdale

Every day is Blues day in this historic town so central to the birth of a musical movement. Explore iconic juke joints, visit the Delta Blues Museum, and experience live music at venues across town such as the Ground Zero Blues Club.



Natchez

The oldest city on the Mississippi River is stunningly well preserved and dripping in historical architecture, scenic views and riverfront dining – plus literary festivals, antique shopping, kayaking and cycling.



WHERE MUSIC WAS BORN

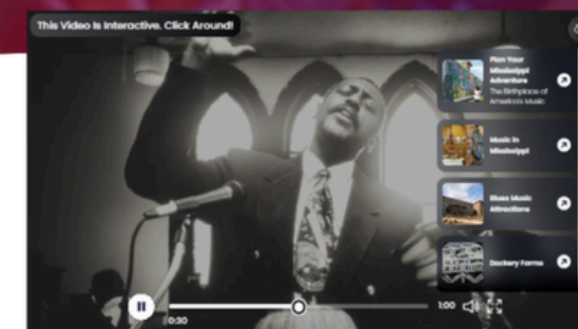
HOME STATES CITIES COMPETITION

MISSISSIPPI

Blues. Rock

PLACES TO GO EVENTS & FESTIVALS FOOD & DRINKS THINGS TO DO SPORTS

OR BUILD YOUR OWN ITINERARY WITH VACAAY



Mississippi: Destination Page Highlights.



Festival South

"Arts for all" could be the unofficial motto of this ambitious, multi-week festival whose sheer range of live performances, art exhibitions, dance and talks is a vibrant celebration of Southern creativity for all ages across multiple venues.

Double Decker Arts Festival

A small town with a big reputation for hosting The Double Decker Arts Festival every spring, Oxford welcomes some 65,000 visitors every year drawn in by the beguiling mix of local art, live music, artisan vendors and mouthwatering cuisine.

Tupelo Elvis Festival

For Elvis fans it all comes back to this, a festival celebrating the birthplace of Elvis Presley with live music, Elvis tribute artists, and local culture. Held each June in Tupelo, it's a must-visit for fans of the King but also those seeking authentic Southern charm.



Hal & Mal's

It's not hard to find Hal and Mal's as it features on the Mississippi Blues Trail that traverses the state and points to key places in the genre's history – in this case, offering Southern food and soulful, spine-tingling live music in a lively atmosphere.

Key City Brewing Co.

Giving a southern flavour to the US's fabulously broad craft beer scene, Key City Brewing Company offers a variety of locally brewed beers – including pilsners and a blonde ale but also imperial IPAs and fruit sours – plus pizza and live music.

Blu Jazz Café

In the heart of Hattiesburg, Blu Jazz Café serves up soulful flavors and live jazz, creating a laid-back spot where great food, music, and Southern hospitality come together.

Mississippi: Destination Page Highlights.



GRAMMY Museum® Mississippi

Located in Cleveland, GRAMMY Museum® Mississippi celebrates the power of music with interactive exhibits, rare artifacts, and performances highlighting the state's rich musical legacy.



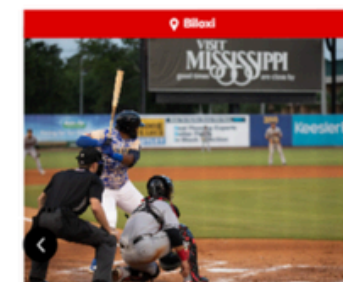
Elvis Presley Birthplace

Practically sacred ground for disciples of the King, The Elvis Presley Birthplace is a historic site featuring his childhood home, a museum, and the church he attended—giving unparalleled insight into Elvis's early life and musical beginnings.



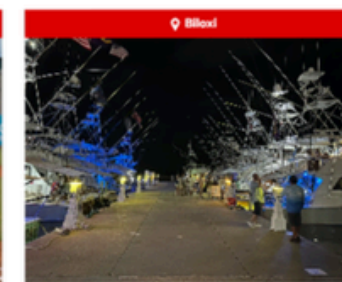
B.B. King Museum & Delta Interpretive Center

Not surprisingly the B.B. King Museum & Delta Interpretive Center celebrates the life and legacy of the blues legend – but there's so much more, about the history of the Delta, of modern America and most of all of the blues.



Biloxi Shuckers Baseball

Cheer on the Biloxi Shuckers, Double-A affiliate of the Milwaukee Brewers, at MGM Park, where coastal views, family fun, and America's pastime come together on the Gulf Coast.



Mississippi Gulf Coast Billfish Tournament

Hosted in Biloxi, this premier deep-sea fishing event lures top anglers to the Gulf, combining world-class competition with coastal hospitality and high-seas adventure.



Dancing Rabbit Golf Club

Nestled in the rolling hills of Mississippi, Dancing Rabbit Golf Club features two award-winning courses surrounded by serene woodlands, offering championship play with Southern charm.



Tupelo: Destination Page Highlights.

PLACES TO GO



Tupelo, Mississippi

Best known as the birthplace of Elvis Presley, Tupelo charms with music history, Southern hospitality, great food, and small-town spirit that make it a true Mississippi gem.



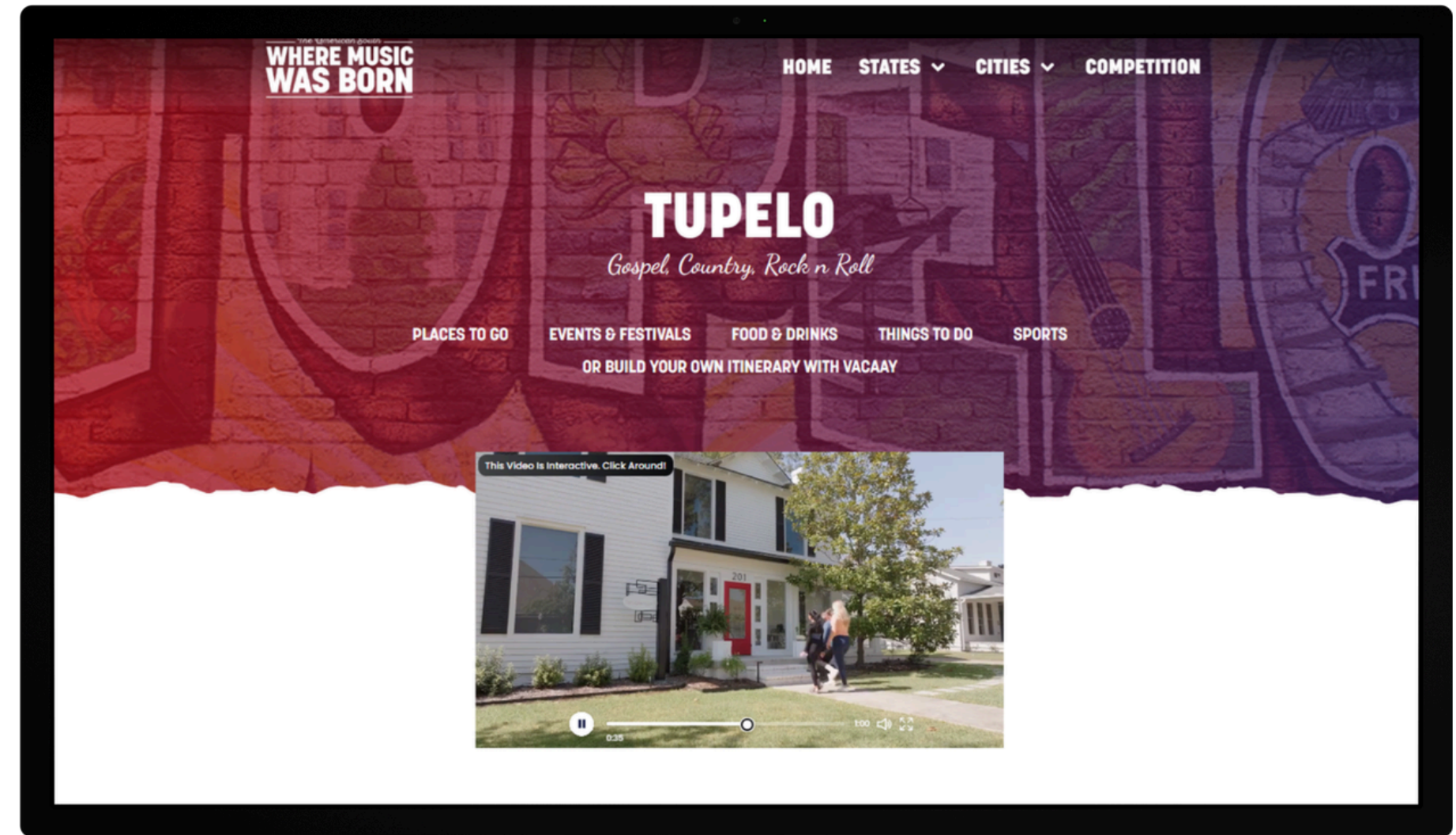
Barnes Crossing

Home to The Mall at Barnes Crossing and a variety of restaurants, shops, and entertainment, this bustling Tupelo area offers convenient, family-friendly fun and modern Southern hospitality.



Midtown Tupelo

Midtown Tupelo offers a mix of local favorites, cozy cafés, and boutique shops, creating a laid-back neighborhood vibe just minutes from the city's historic and musical landmarks.



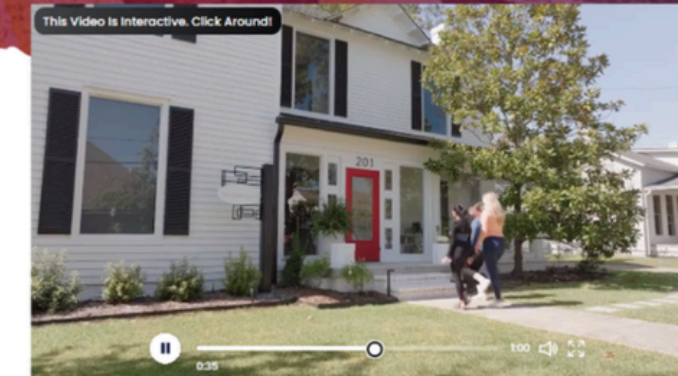
WHERE MUSIC WAS BORN

HOME STATES CITIES COMPETITION

TUPELO

Gospel, Country, Rock n Roll

PLACES TO GO EVENTS & FESTIVALS FOOD & DRINKS THINGS TO DO SPORTS
OR BUILD YOUR OWN ITINERARY WITH VACAAY



This Video is Interactive. Click Around!

0:25 1:00

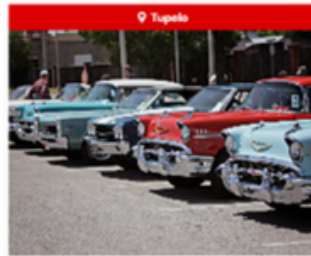


Tupelo: Destination Page Highlights.



Tupelo's New Year's Eve Party

Ring in the new year Tupelo-style with live music, food, and a midnight guitar drop, as the city celebrates with Southern flair, community spirit, and plenty of Elvis energy.



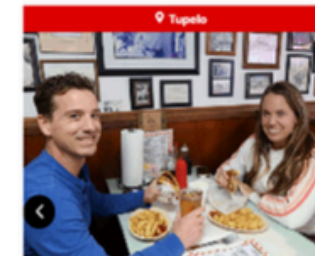
Tupelo Blue Suede Cruise

Each May, Tupelo revs up with the Blue Suede Cruise, featuring hundreds of classic cars, live music, and family fun, all paying tribute to Elvis and American car culture.



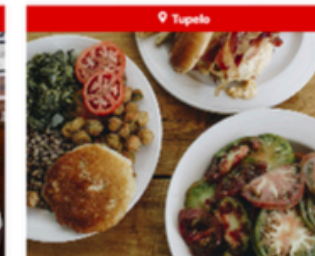
TCB at The Depot

Enjoy live music at The Depot in the heart of Downtown Tupelo, featuring the sounds that shaped a young Elvis Presley growing up in Tupelo.



Johnnie's Drive-In

Tupelo's oldest restaurant, Johnnie's Drive-In is an Elvis favorite, serving classic burgers and shakes in a nostalgic diner setting that's a must-visit for fans and food lovers alike.



Romie's Grocery

A Tupelo favorite, Romie's Grocery serves up Southern comfort classics, cold drinks, and live music in a casual, welcoming setting that blends down-home flavor with community spirit.

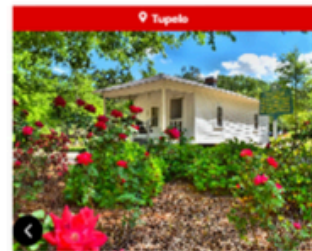


Blue Canoe

Tupelo's laid-back live music bar, Blue Canoe pairs craft beer and comfort food with nightly performances, making it a favorite local hangout and a must-stop for music lovers.



Tupelo: Destination Page Highlights.



Elvis Presley Birthplace and Museum

Explore the humble two-room house where Elvis was born, along with a museum, chapel, and park that trace his journey from Tupelo to global superstardom.



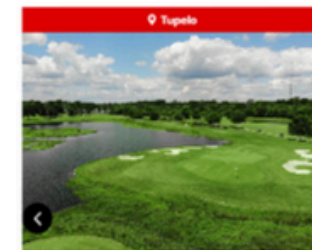
Elvis Homecoming Statue

Located at Fairpark in Tupelo, the Elvis Homecoming Statue commemorates Presley's 1956 return concert, capturing the King's iconic pose and his enduring bond with his hometown.



Becoming Statue

Standing at the Elvis Presley Birthplace overlook, the 'Becoming' statue depicts Elvis as a boy and a performer, symbolizing his journey from Tupelo roots to global icon.



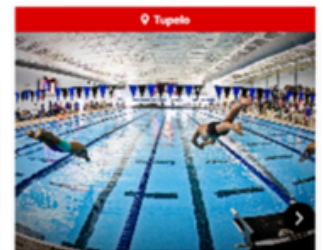
Tupelo National Golf Club

Set on 250 acres near the Barnes Crossing District, Tupelo National Golf Club offers exceptional service, pristine course conditions, and first-class dining in a welcoming Southern setting.



Pickleball Courts at Dot Cooper Kelly Park

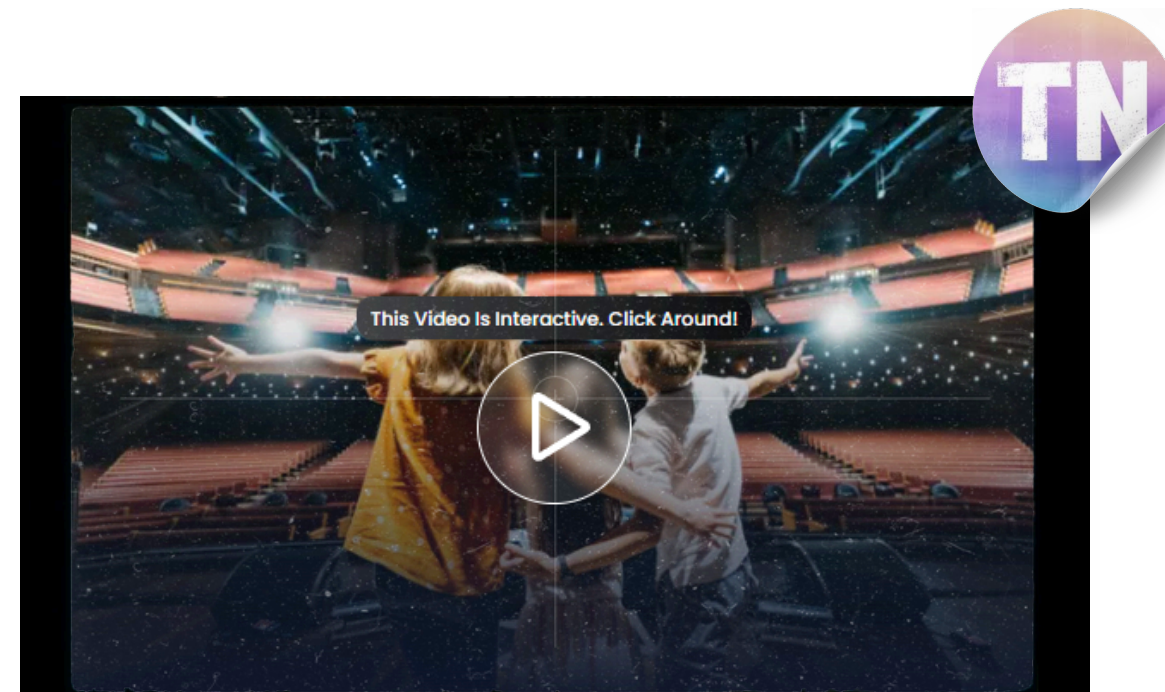
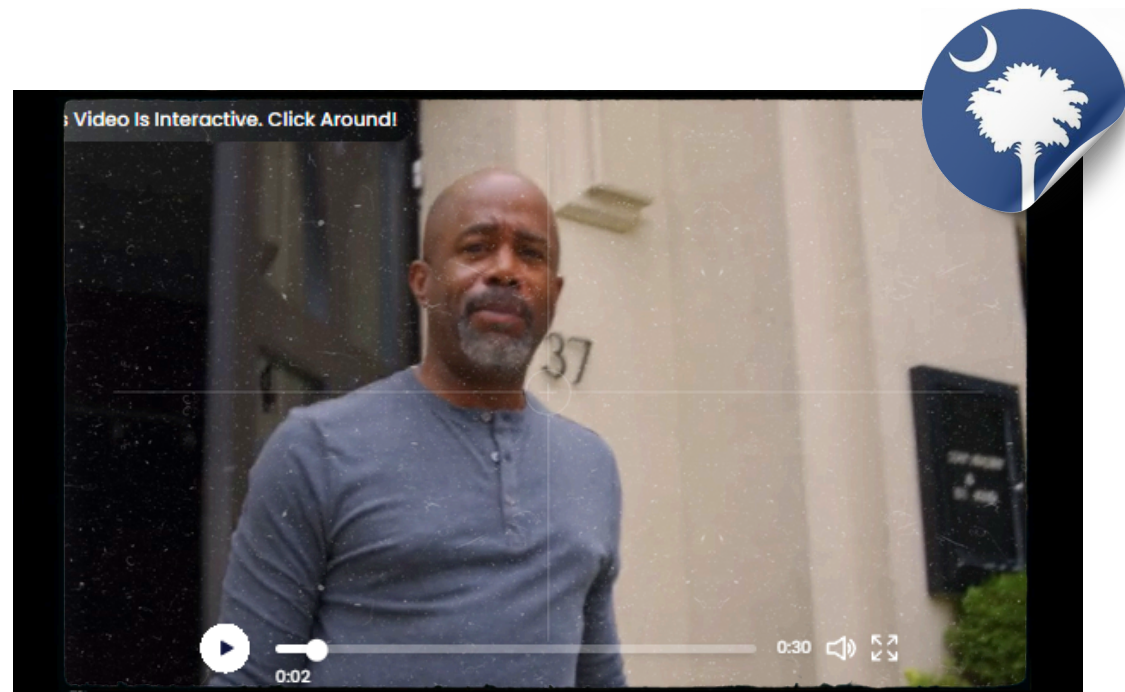
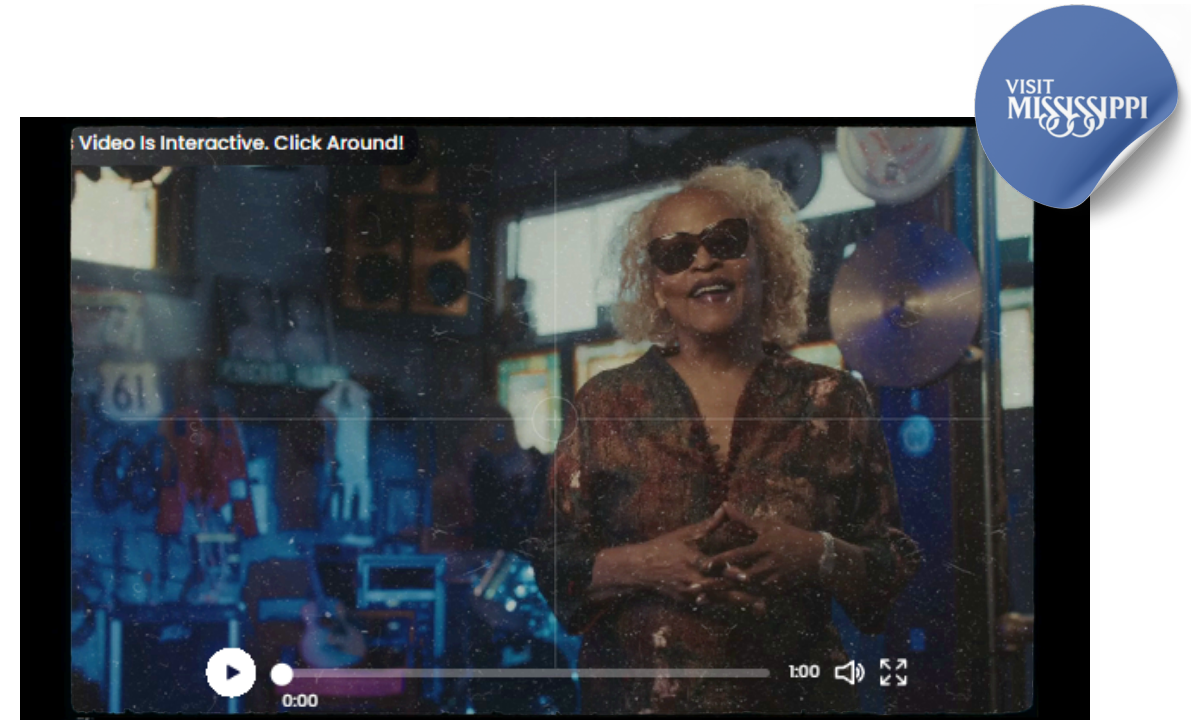
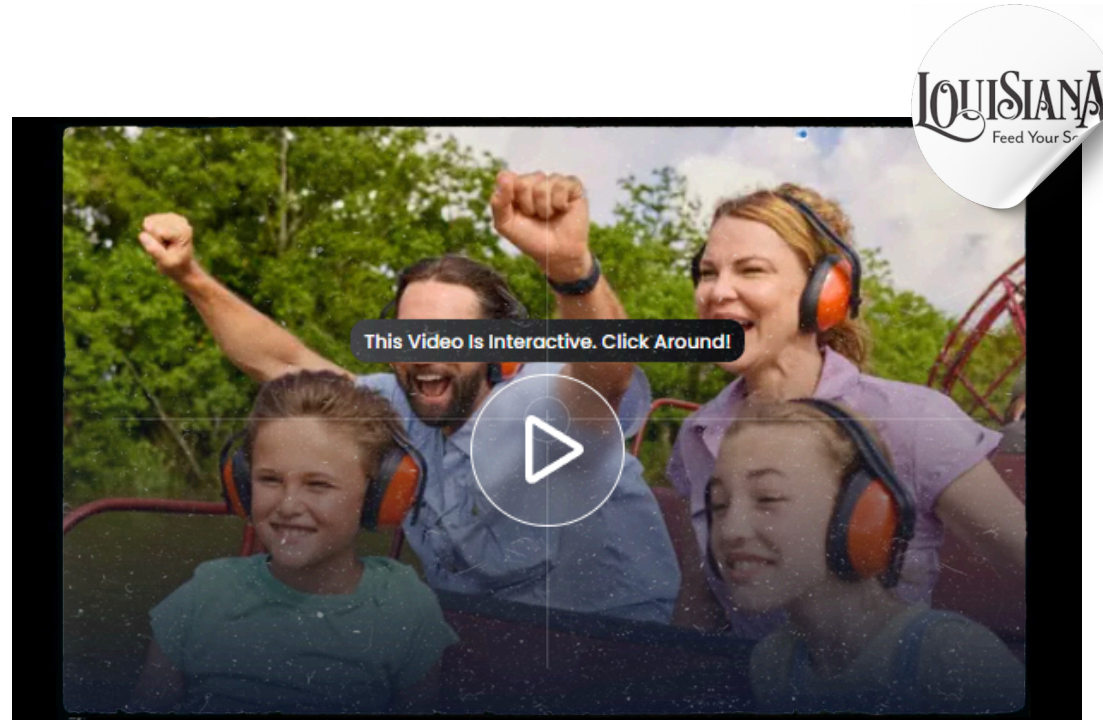
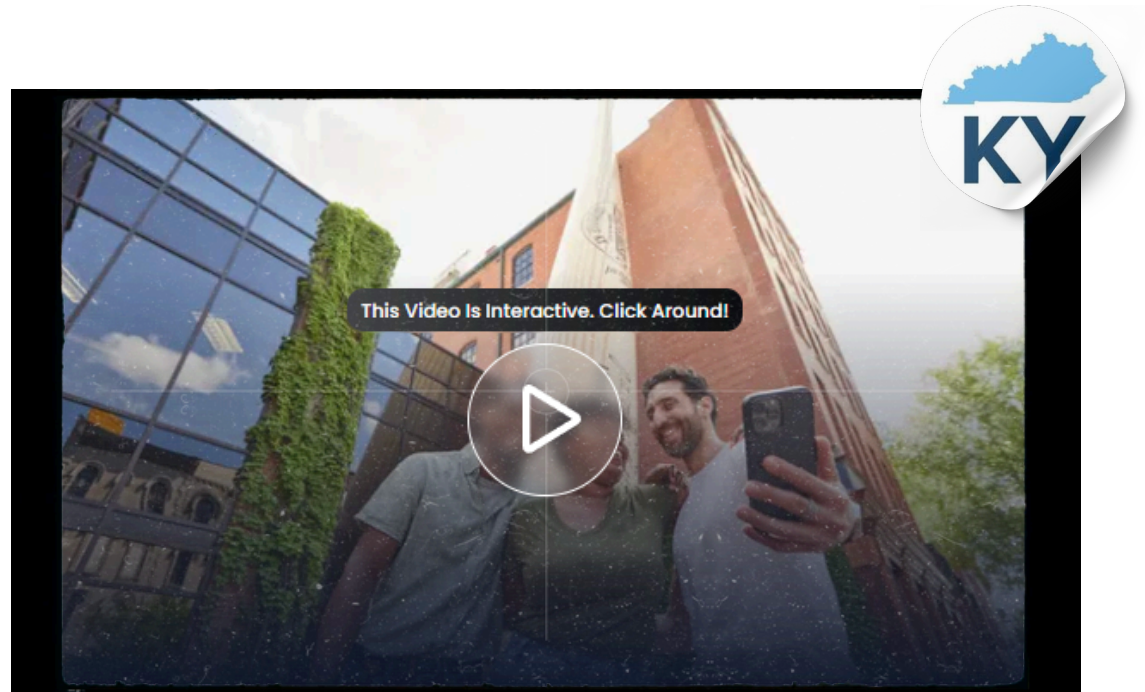
Serve up some fun at Dot Cooper Kelly Park, home to 12 lighted pickleball courts perfect for friendly matches, tournaments, and play for all skill levels.



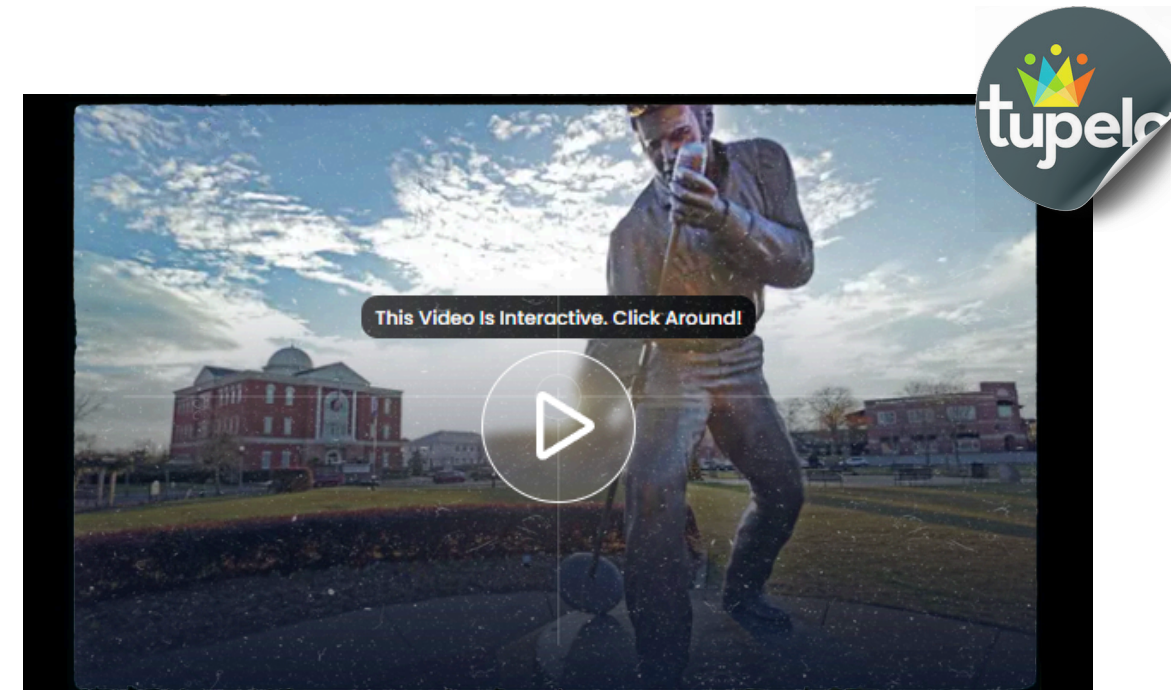
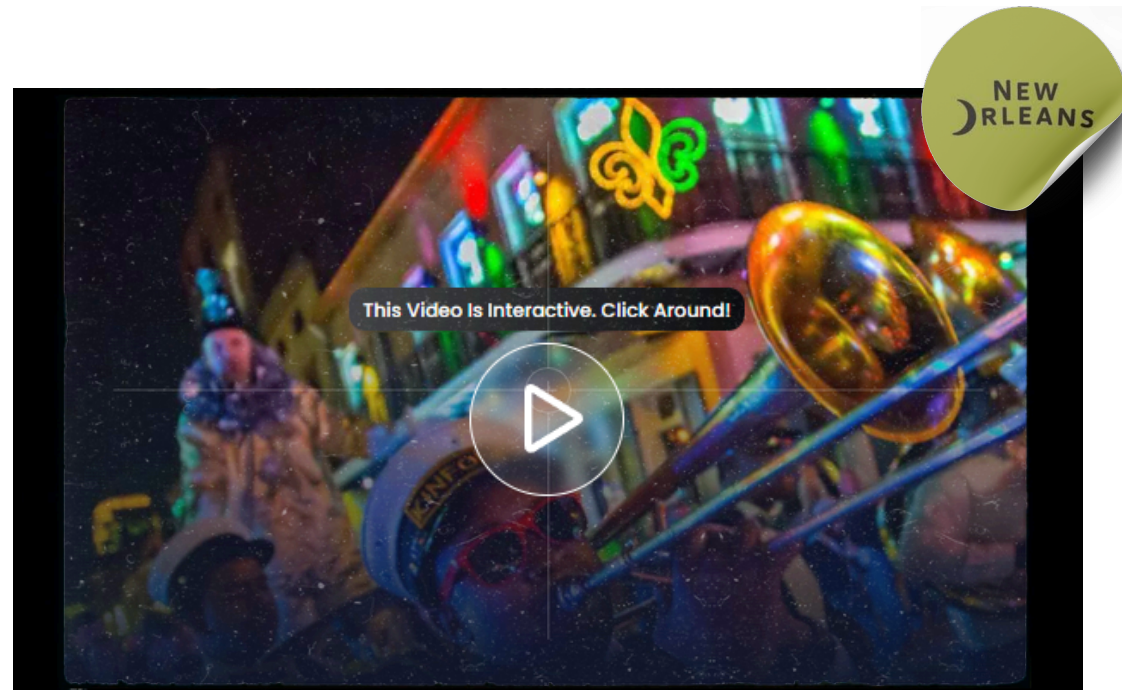
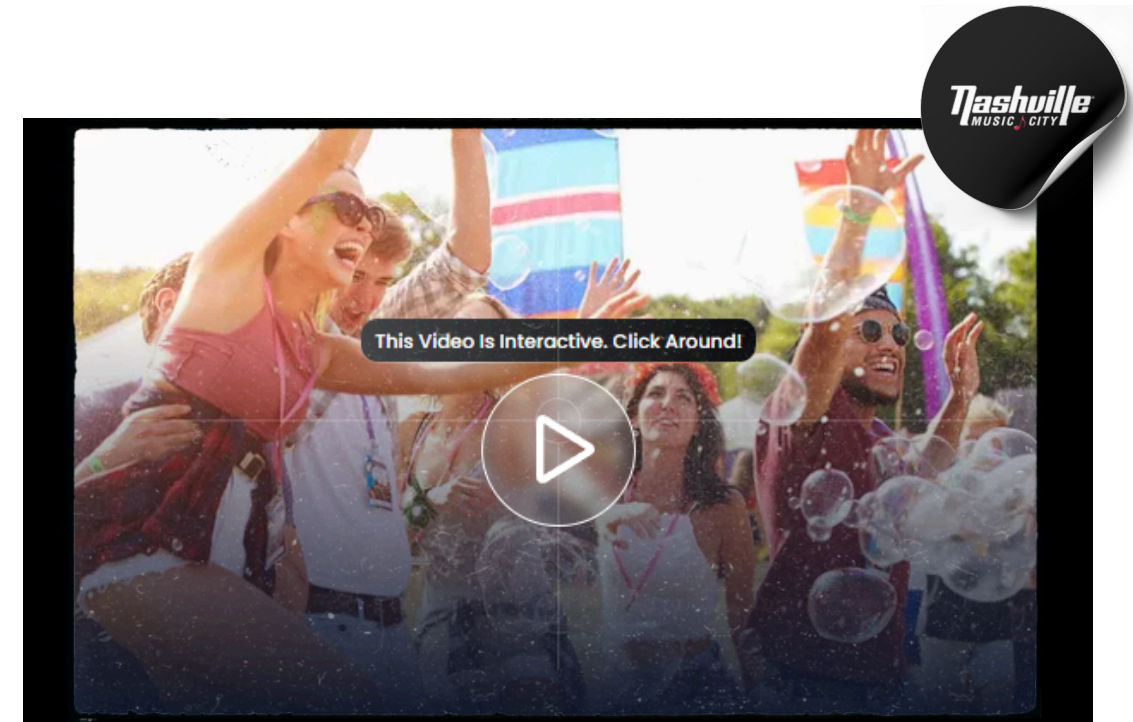
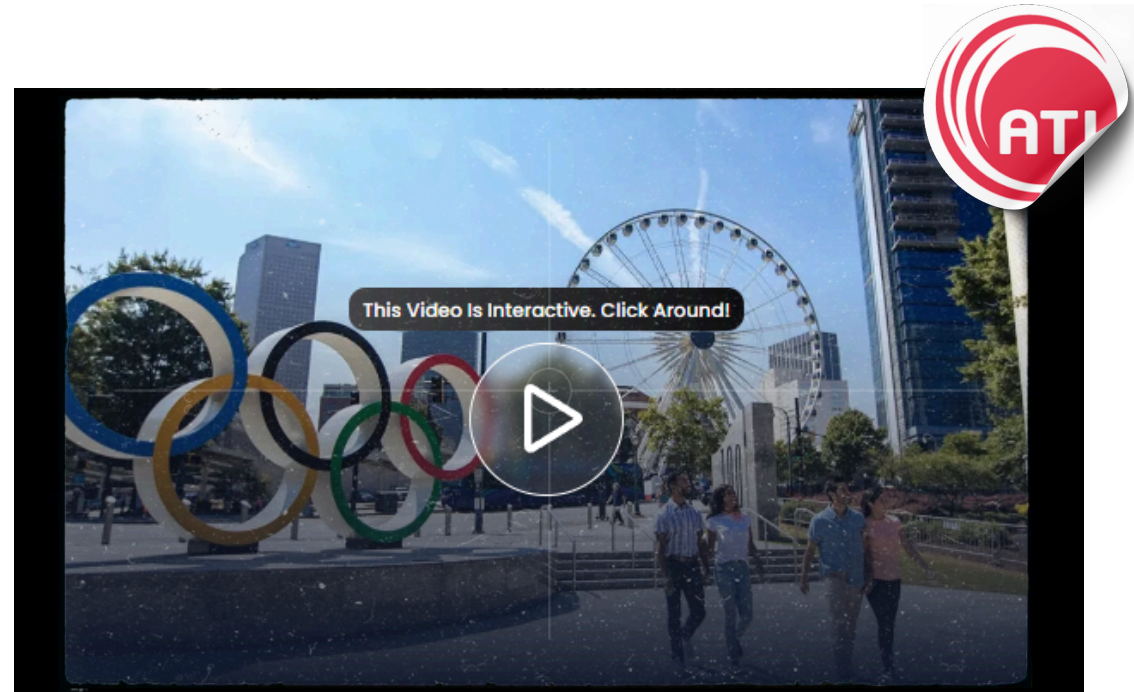
Tupelo Aquatic Center

A state-of-the-art facility featuring a 50-meter competition pool and 25-yard recreational pool with ADA access, the Tupelo Aquatic Center hosts major swim events and welcomes swimmers of all levels.

Interactive Video Links.



Interactive Video Links.

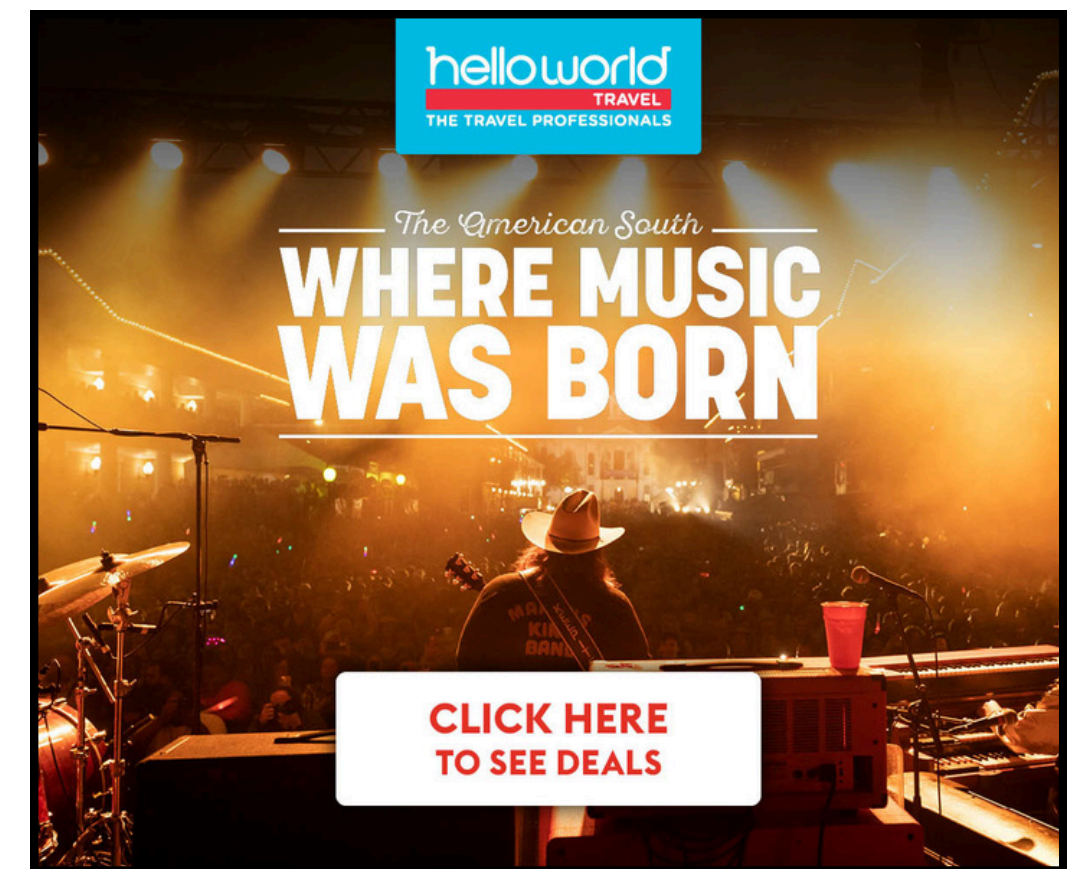
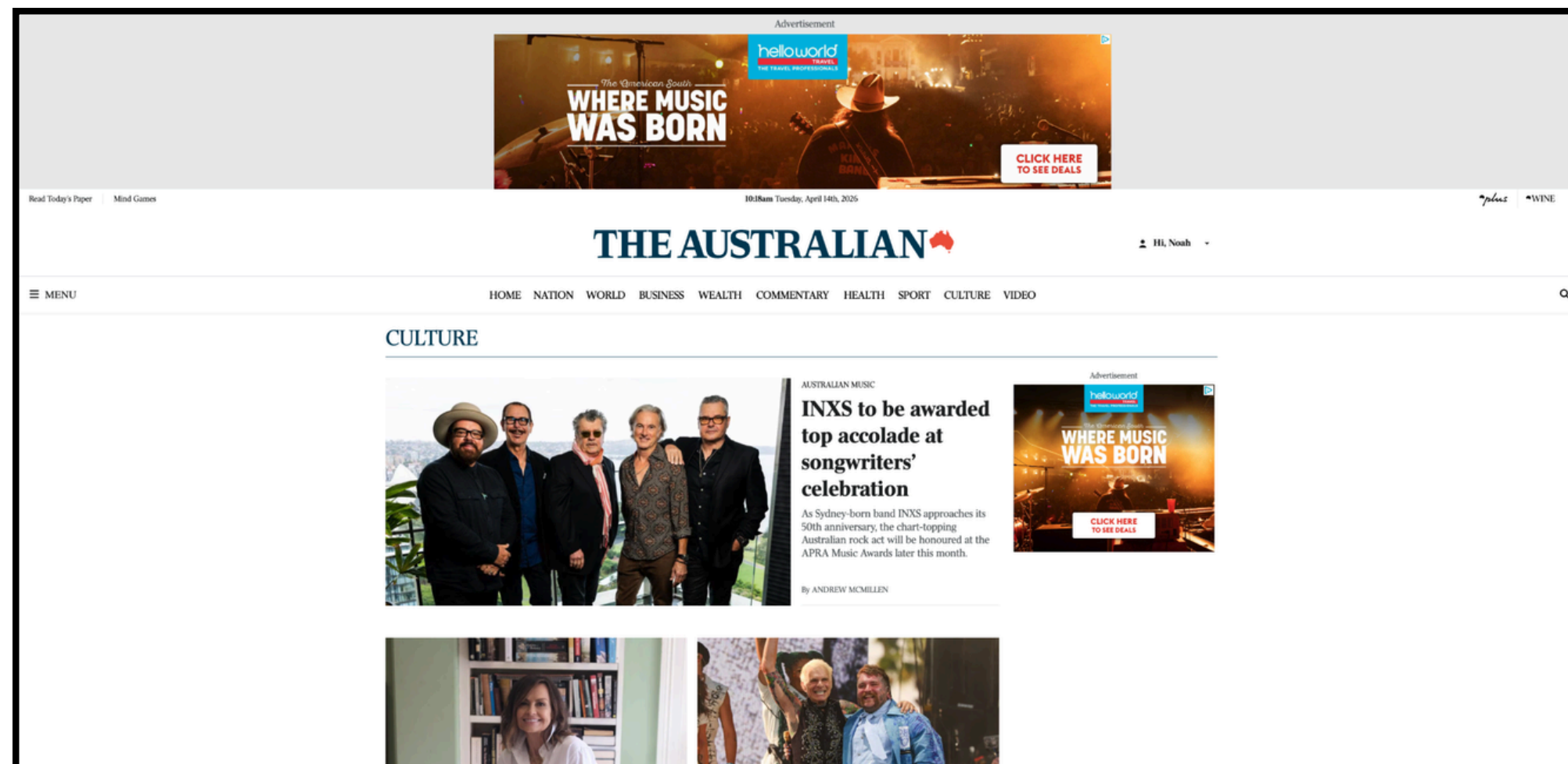




Trade Retargeting Campaign.



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

Offer valid... Valid for travel: 17 Apr, 6, 22 May, 31 Jul, 11, 25 Sep, 9 Oct 20, 21 March 2026. Departure: 17 Apr, 6, 22 May, 31 Jul, 11, 25 Sep, 9 Oct 20, 21 March 2026. From: **\$2,459*** per person twin share

9 Day Southern Discovery Escorted Tour
 United States of America

9 Nights

Offer valid... Valid for travel: 11 Apr, 2, 10 May, 25 Jul, 5, 19 Sep, 3 Oct 20, 21 March 2026. Departure: 11 Apr, 2, 10 May, 25 Jul, 5, 19 Sep, 3 Oct 20, 21 March 2026. From: **\$3,299*** per person twin share

22 Day Southern USA Road Trip
 United States of America

21 Nights

Offer valid... Valid for travel: 6-22 Apr, 26 Apr - 3 Jun, 8 Jun - 10 Sep 20, 21 March 2026. From: **\$5,799*** per person twin share

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

13 Nights

Offer valid... Valid for travel: 6 Apr - 30 Jun, 1 Sep - 14 Dec 20, 1 - 10 Mar 27. Add on an extra \$199* per person for travel 1 Jul - 31 Aug, 15 - 31 Dec 20, 21 March 2026. 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

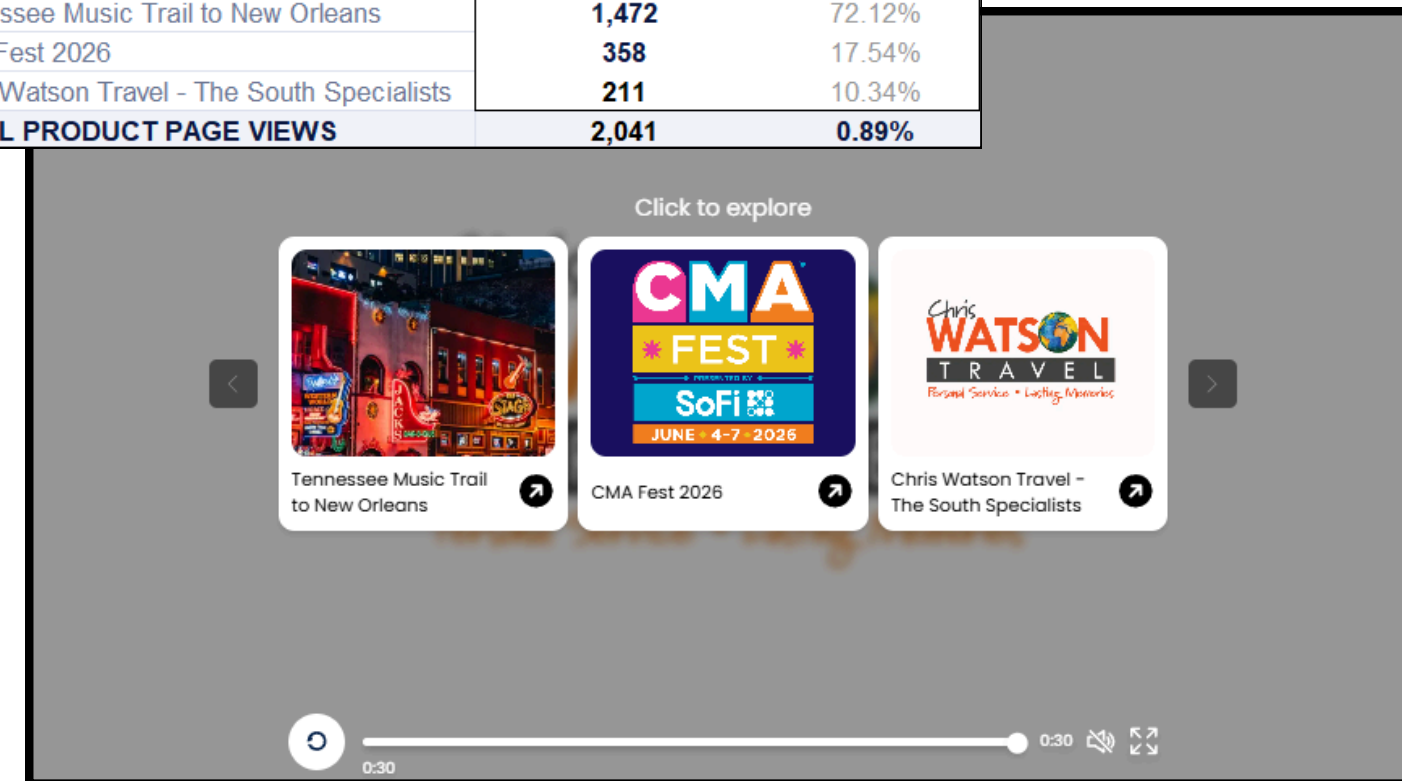
Video-led Trade Lookalike Campaign.



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 WHERE MUSIC WAS BORN

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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

15 DAY BOURBON, BLUEGRASS & HORSE COUNTRY SELF DRIVE

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 you 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*

14 DAY CIVIL RIGHTS HISTORY TRAIL SELF DRIVE

NASHVILLE - MEMPHIS - JACKSON - TUSCALOOSA - MONTGOMERY - ALBANY - SAVANNAH - ATLANTA - BIRMINGHAM - NASHVILLE

Experience the freedom of the open road as you journey through the American South, tracing the powerful stories of the Civil Rights Movement and emerging yourself in the region's rich musical and cultural heritage. From Nashville's soulful roots to Memphis' legendary blues, Jackson's pivotal landmarks, and Savannah's charming squares, this self-drive adventure offers flexibility, discovery, and unforgettable moments at every turn.

HIGHLIGHTS:

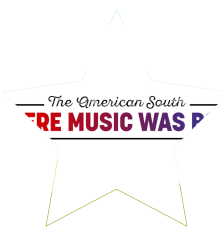
- Spend a night exploring Beale Street, Memphis known for blues music and nightlife
- Walk the cobblestone streets in Savannah's historic district
- Visit a historic 1950s meeting place for voting rights at the Butler Chapel AME Zion Church
- Visit the Medgar Evers Home Museum in Jackson, this is a historic site of the civil rights leader's home
- Discover the legacy of Dr. Martin Luther King Jr. through exhibits, his birth home, and the reflecting pool in Atlanta

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

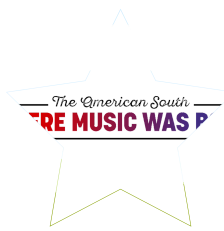
The Competition.



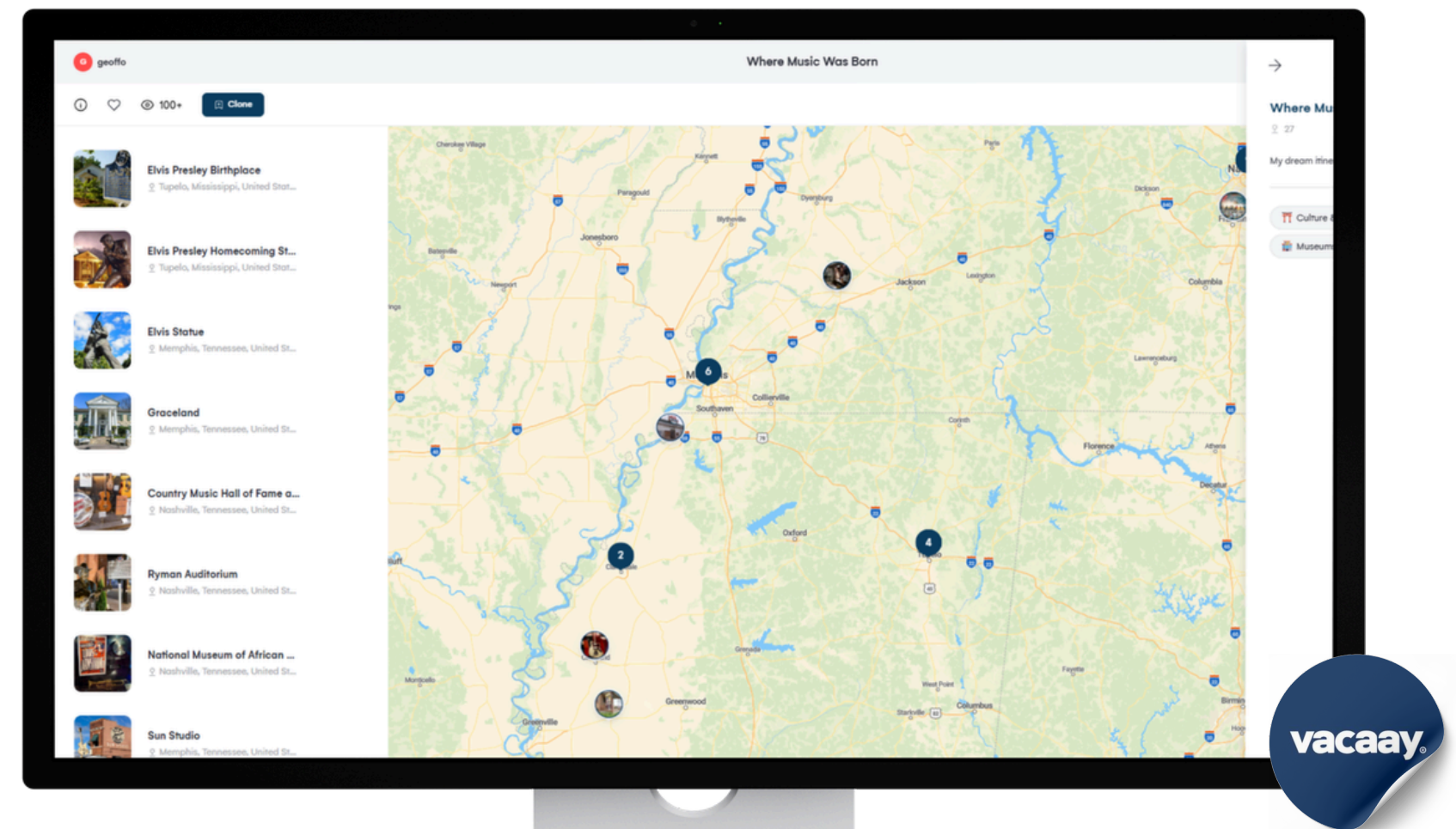
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result.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