



TravelSouth  
USA

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

**Presented April 2026**

# 2025 Campaign Snapshot.



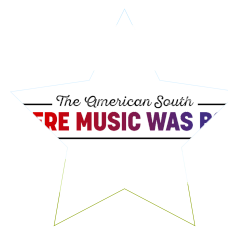
**15,251,343 Impressions**  
203% over target



**3,280,158 Reach**  
219% over target



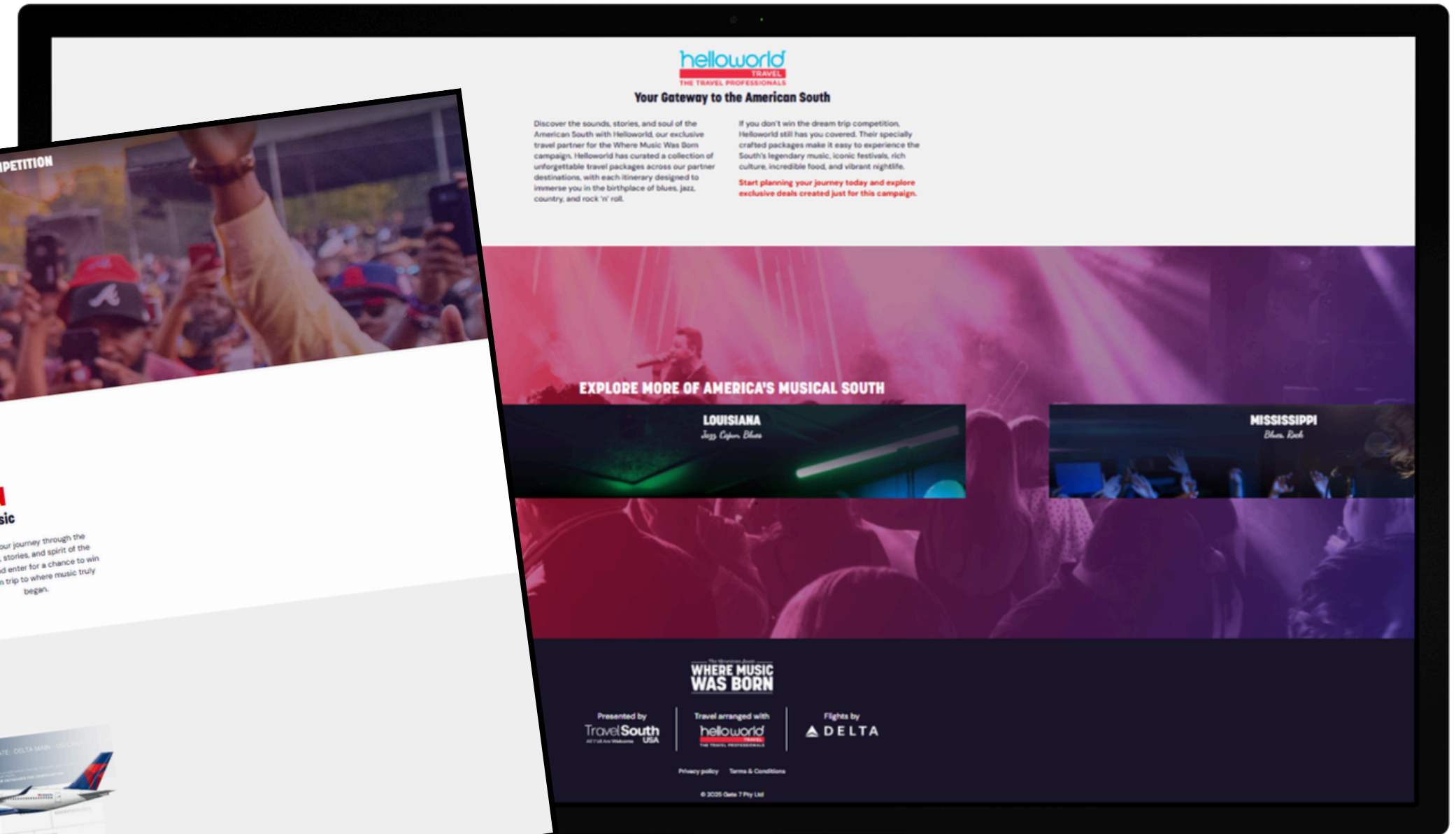
**40,499 Engagements on Site**  
28% over target



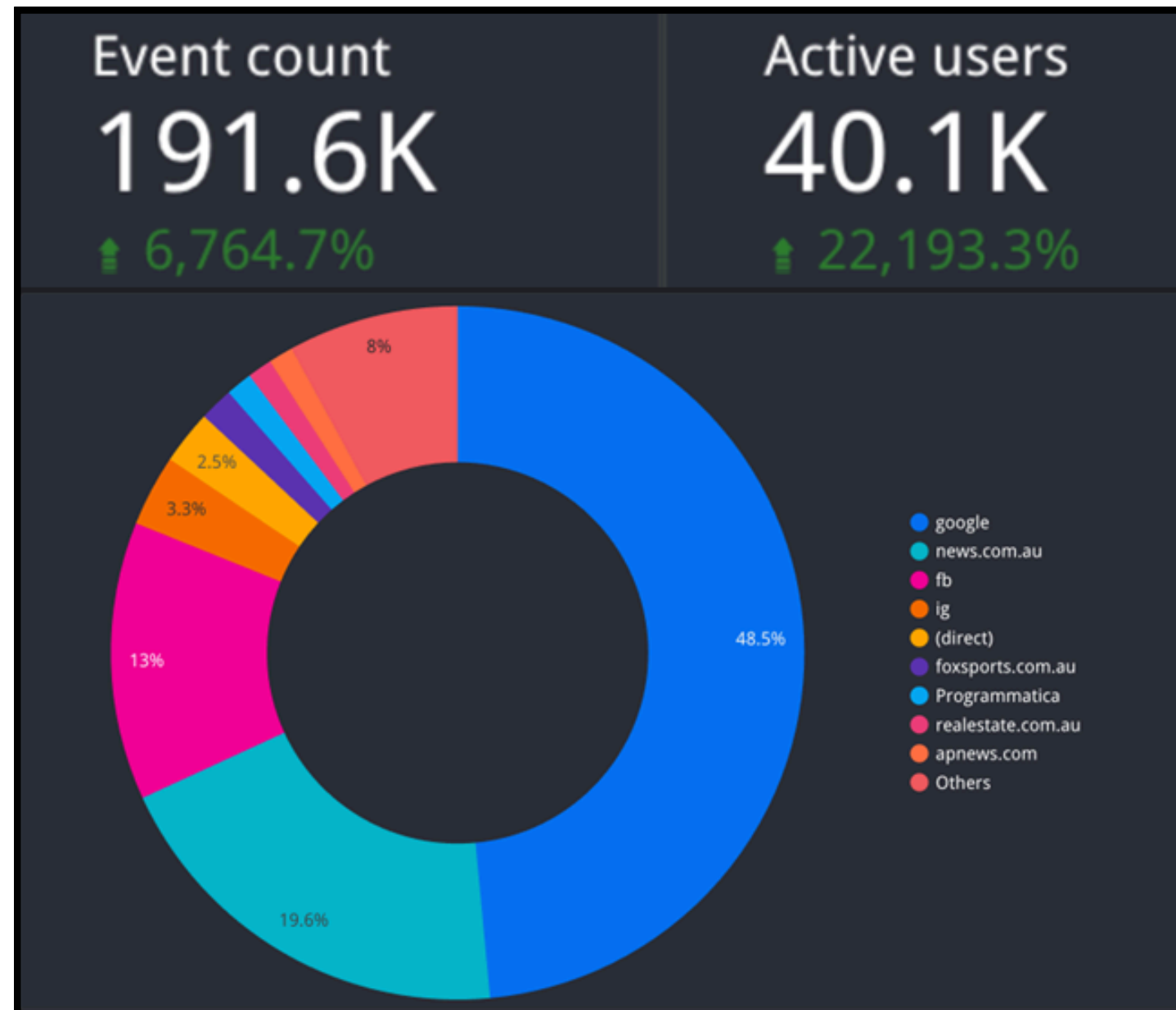
**622 Entries**  
449 opt-ins



# 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% ↑
<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 **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

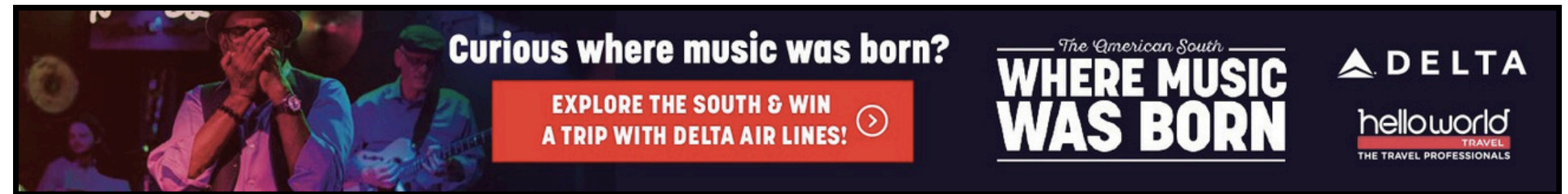
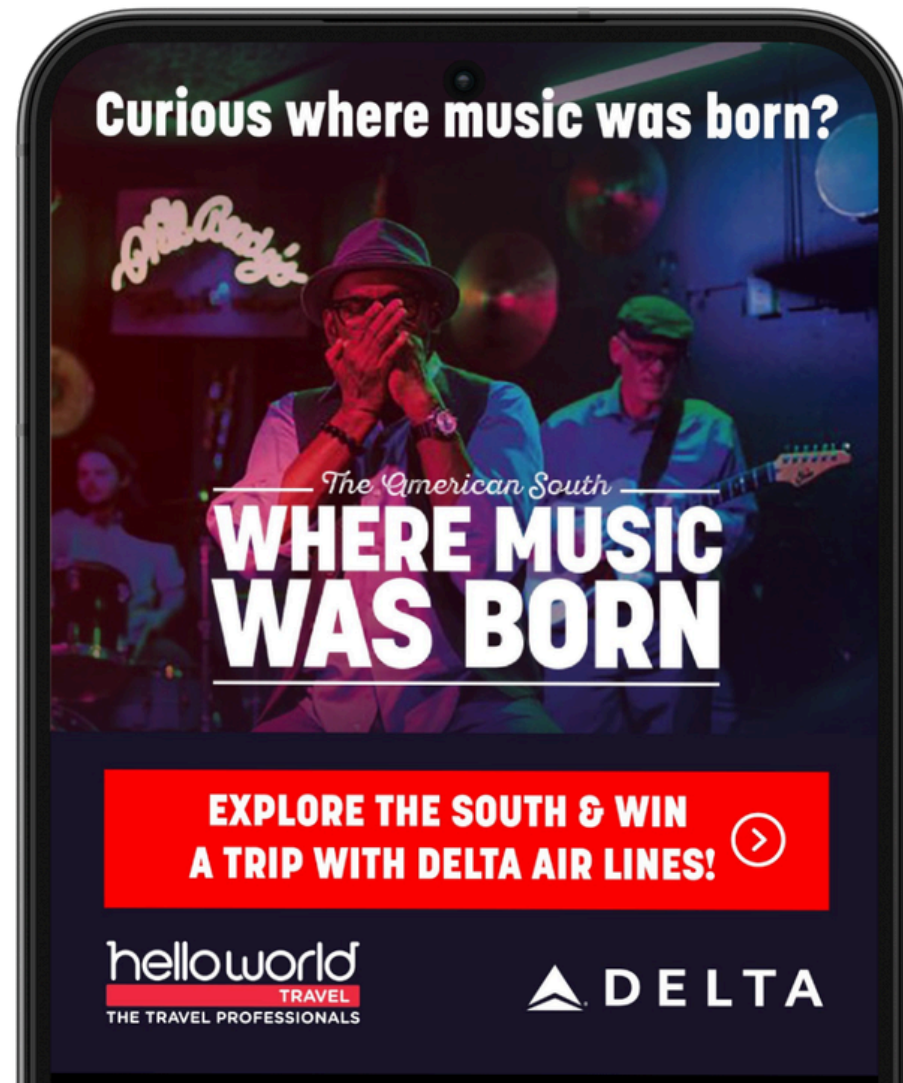
wheremusicwasborn.com/#c... **Win A Trip To Where Music Was Born** [Learn more](#)

144 15 comments

Like Comment Share

# Promotion: Traffic Drivers & Performance.

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





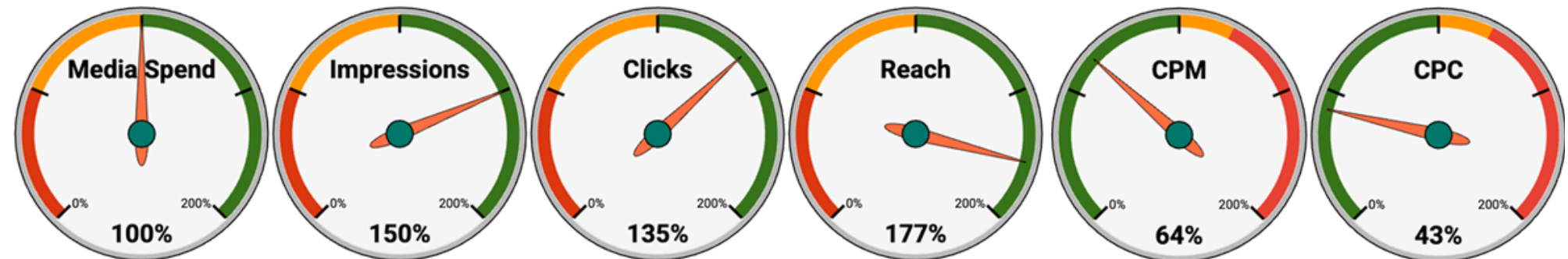
# Tennessee: Traffic Drivers & Performance.



Impressions	Reach	CTR
1,588,930	307,786	1,508

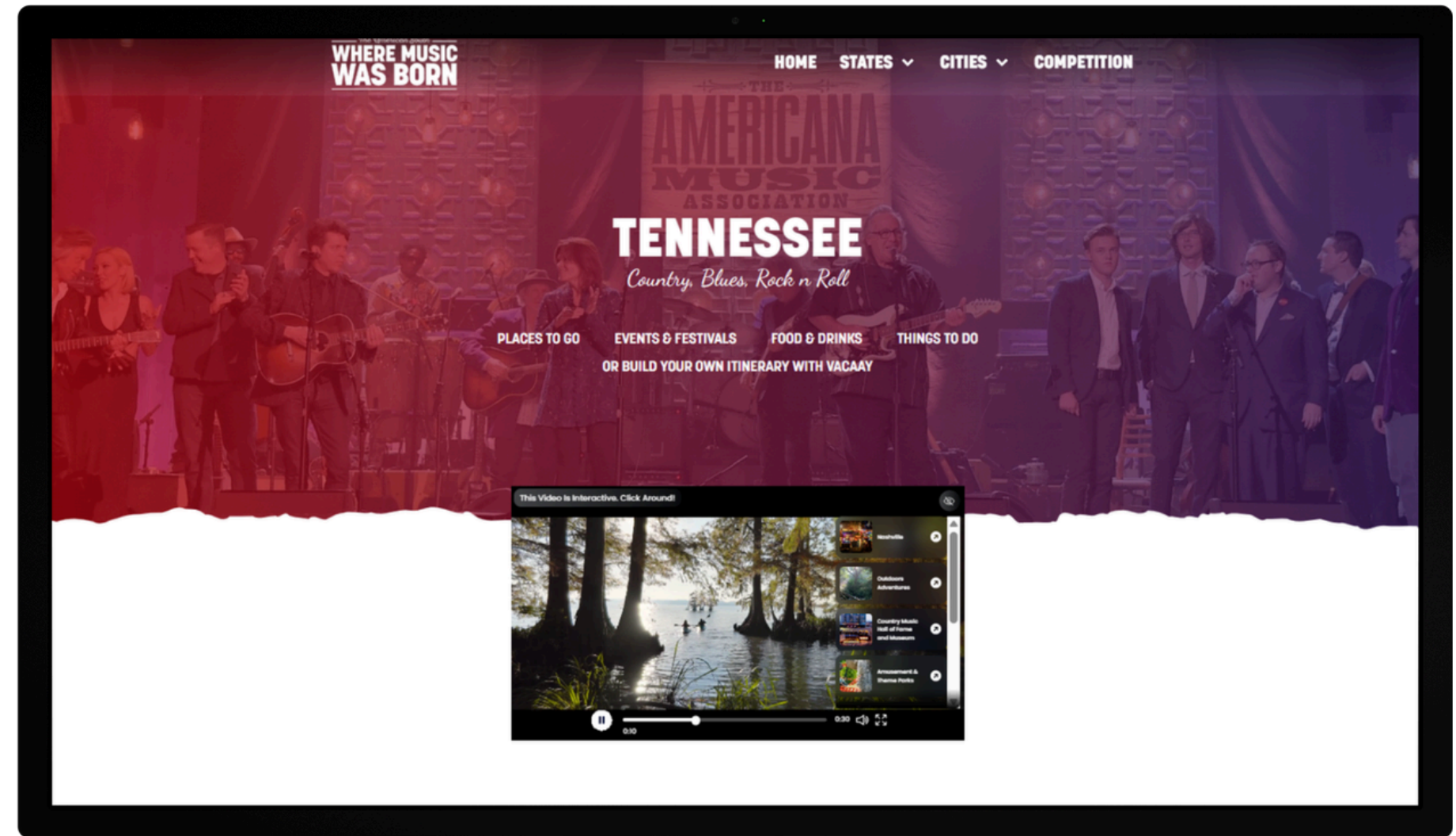
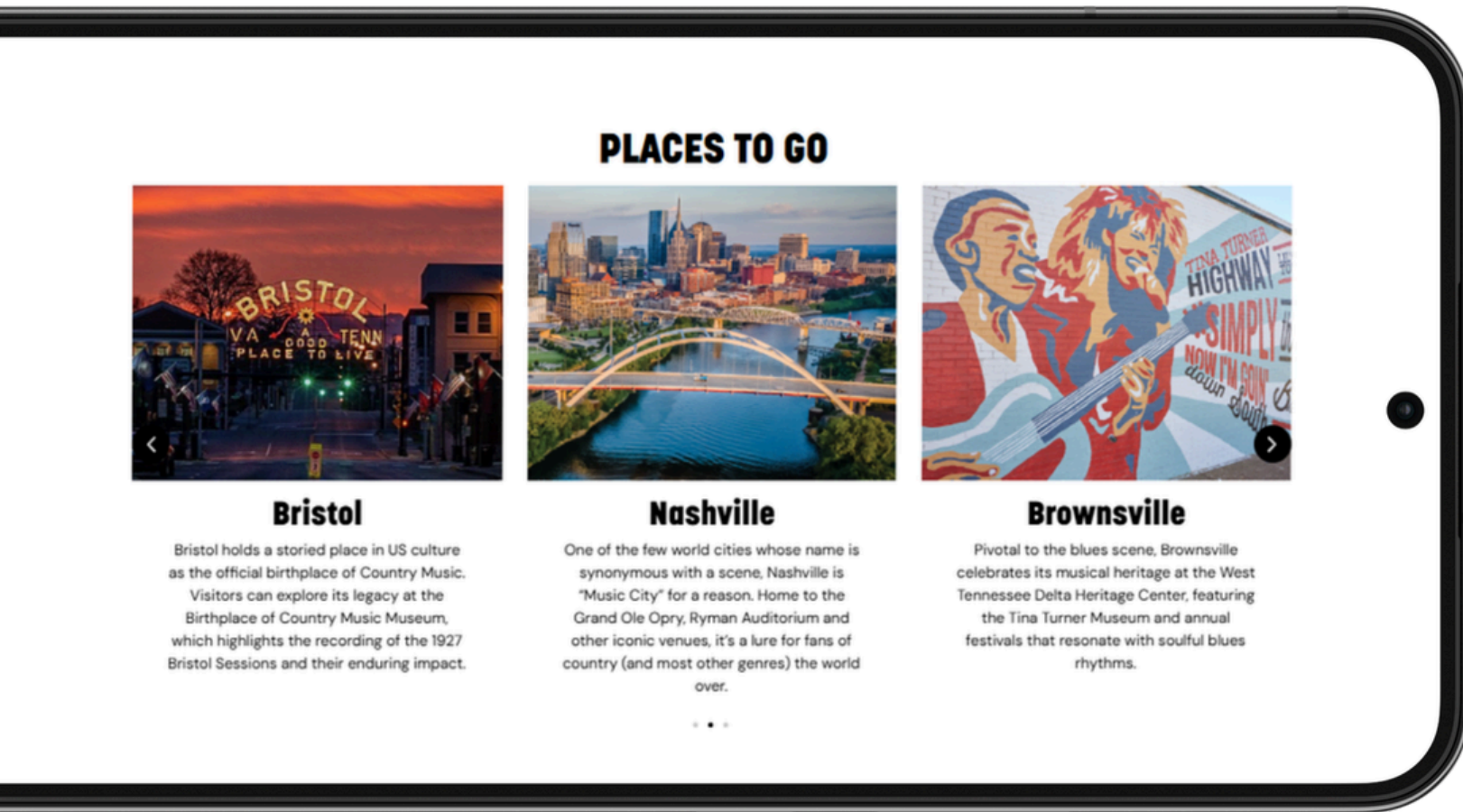


Campaign Actuals | % Of Target Achieved





# Tennessee: Destination Page Highlights.





# Tennessee: Destination Page Highlights.



Memphis

### Cooper-Young Festival

For 36 years the Cooper-Young Festival has drawn thousands of visitors to Memphis' Midtown neighborhood for a celebration of the district's vibrant arts, culture, and heritage – with more than 435 artisans, live music, and crafts.



Brownsville

### Exit 56 Blues Fest

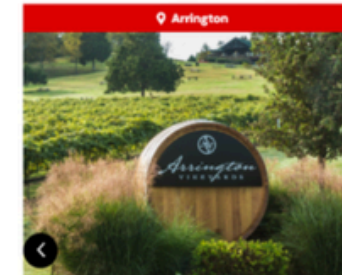
Celebrate the legacy of Blues legends Hammie Nixon, Yank Rachell, and "Sleepy" John Estes at this free annual gathering hosted by the Delta Heritage Center that features live performances, crafts, car shows, and a barbecue eating contest.



Bristol

### Bristol Rhythm & Roots Reunion

Almost a century after the historic 1927 Bristol Sessions sparked the rise of country music, the Reunion honors Appalachia's musical legacy with multiple stages and a diverse lineup over three glorious days.



Arrington

### Arrington Vineyards

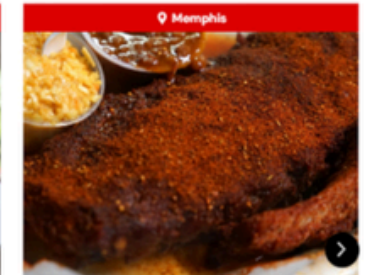
As befits a vineyard co-owned by Kix Brooks, there are wine tastings but also copious amounts of live music amid the rolling hills of Tennessee, offering a relaxing countryside escape.



Townsend

### Dancing Bear Lodge & Bistro

From the proximity of the Great Smoky Mountains and the stomach-filling menu of dishes rooted in Appalachian ingredients and traditions, the Dancing Bear Lodge is one of a kind.



Memphis

### Charlie Vergos' Rendezvous

Flavour is everything at an eatery celebrated for its unique 'dry-rubbed' Memphis barbecue. This has drawn in visitors from around the world since 1948, but they also come for its deep roots in the local music scene.



# Tennessee: Destination Page Highlights.



THINGS TO DO



### Sun Studio

Literally where the sound of history was made, this legendary recording studio is where iconic artists like Elvis Presley, Johnny Cash and Jerry Lee Lewis laid down hit after hit. Visitors can experience the raw energy that defined American sound.



### Graceland

You can't help falling in love with the life and times of Elvis as you explore Graceland Mansion, Presley's iconic home, with an interactive iPad tour hosted by John Stamos and an exhibition including his custom jets.



### National Museum of African American Music

Celebrating the profound influence of African American artists on over 50 music genres, this museum offers rich interactive exhibits and educational programs.

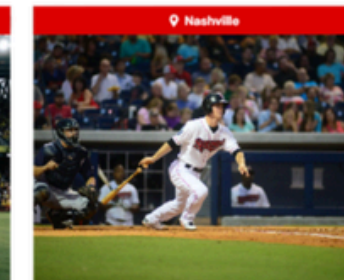


SPORTS



### Nashville SC (Soccer)

At GEODIS Park, the largest soccer-specific stadium in the U.S., Nashville SC excites MLS fans with high-energy matches, passionate supporters, and a true Music City game-day experience.



### Nashville Sounds (MiLB)

Playing at First Horizon Park, the Nashville Sounds bring Minor League Baseball excitement with skyline views, family-friendly fun, and a lively atmosphere in the heart of Music City.

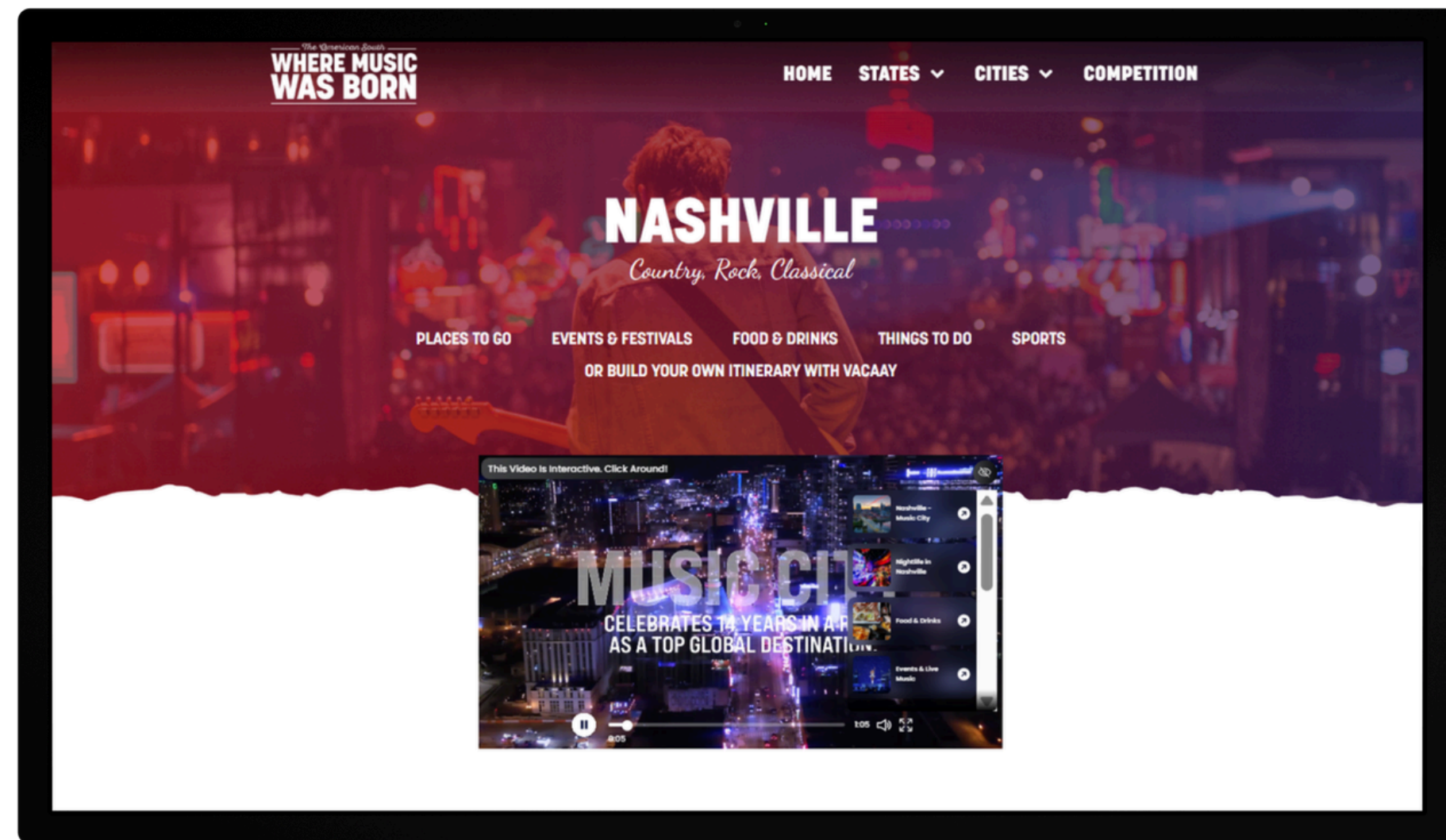
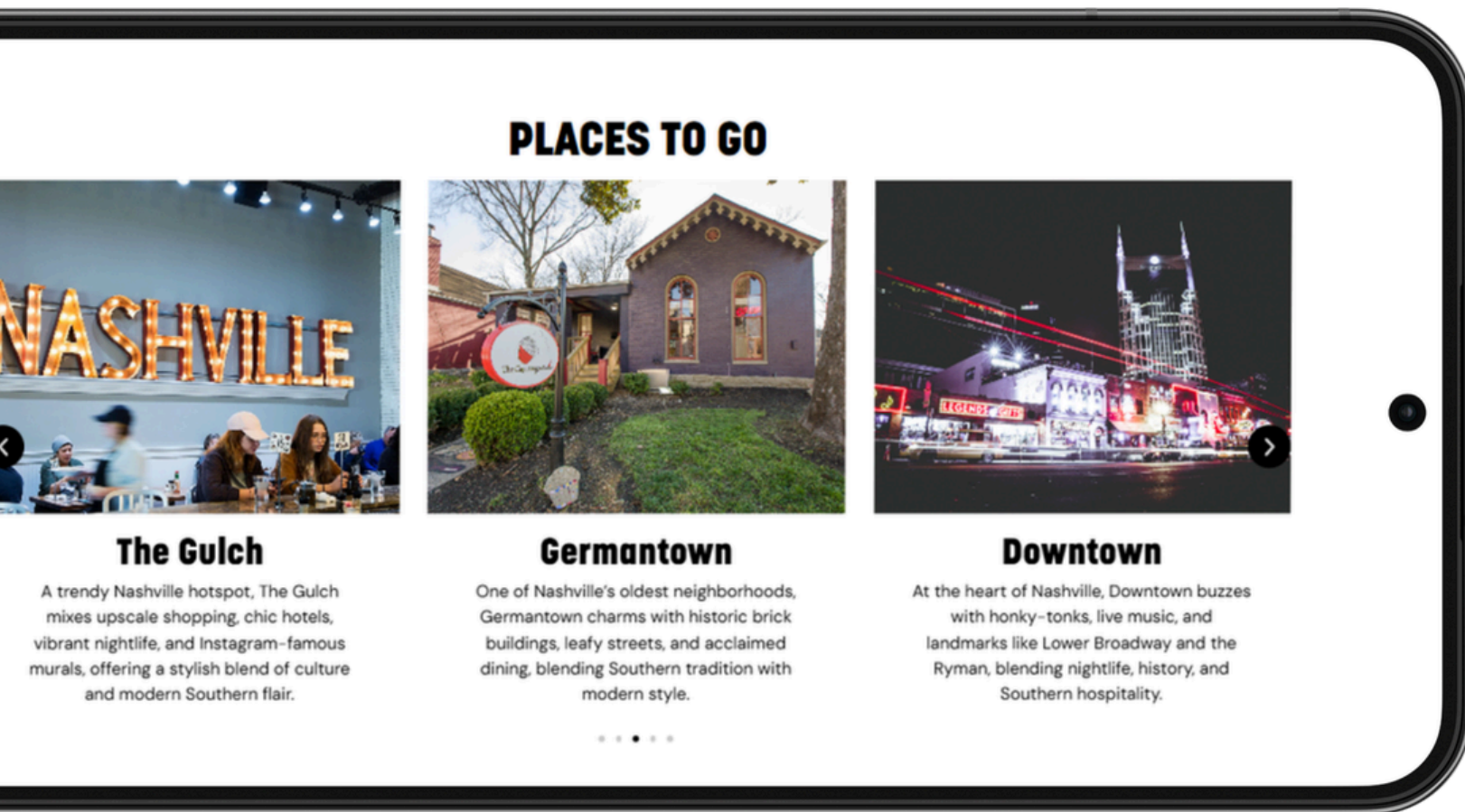


### Nashville Predators (NHL)

At Bridgestone Arena, the Nashville Predators light up the ice with thrilling NHL action, while 'Smashville' fans create one of the loudest, most electric atmospheres in hockey.



# Nashville: Destination Page Highlights.





# Nashville: Destination Page Highlights.



### Let Freedom Sing! Music City July 4

Nashville's July 4th celebration features free concerts, family activities, and one of the nation's largest fireworks shows, lighting up downtown with Music City pride.



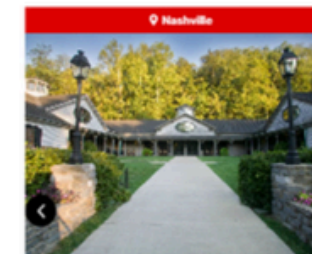
### Tin Pan South Songwriter's Festival

Each spring, Nashville's Tin Pan South spotlights the storytellers behind the hits, with intimate performances where top songwriters share their music and the stories that inspired them.



### AMERICANAFEST

Every September, AMERICANAFEST brings Nashville alive with roots, folk, and Americana music through hundreds of shows, panels, and showcases that unite artists, fans, and industry leaders.



### Jack Daniel Distillery

An iconic Tennessee landmark, Jack Daniel Distillery in Lynchburg offers tours, tastings, and a behind-the-scenes look at the craftsmanship behind the world's best-selling whiskey.



### Arnold's

A Nashville institution, Arnold's Country Kitchen is famed for its classic Southern 'meat-and-three,' serving homestyle staples like roast beef, fried chicken, and fresh sides in a no-frills, welcoming setting.



### Prince's Hot Chicken

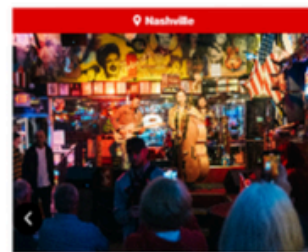
Home of Nashville's original hot chicken, Prince's has been serving fiery, crispy perfection since the 1940s, setting the standard for the city's most iconic dish.



# Nashville: Destination Page Highlights.

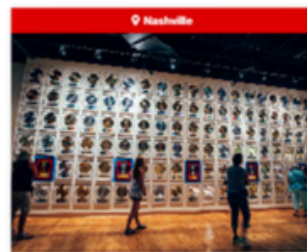


THINGS TO DO



### Honky Tonk Highway

Stretching along Lower Broadway, Nashville's Honky Tonk Highway is lined with live music bars where bands play day and night, creating the nonstop soundtrack of Music City.



### Country Music Hall of Fame and Museum

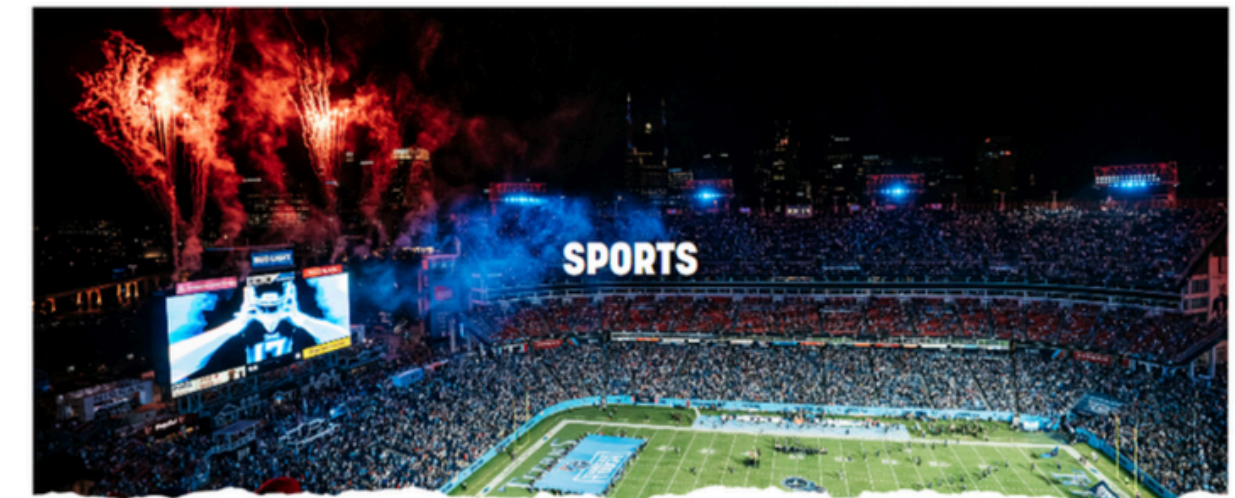
One of Nashville's crown jewels, the Country Music Hall of Fame and Museum showcases iconic artifacts, exhibits, and recordings that tell the story of country music's past, present, and future.



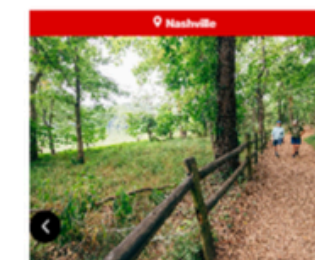
### Bluebird Cafe

At the legendary Bluebird Cafe, Nashville songwriters share their hits in an intimate setting, giving audiences a rare glimpse into the stories and voices behind the music.

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SPORTS



### Outdoor Experiences

Nashville offers a range of outdoor adventures from hiking scenic trails and biking the greenways to kayaking the Cumberland River.



### Nashville SC (Soccer)

At GEODIS Park, the largest soccer-specific stadium in the U.S., Nashville SC excites MLS fans with high-energy matches, passionate supporters, and a true Music City game-day experience.

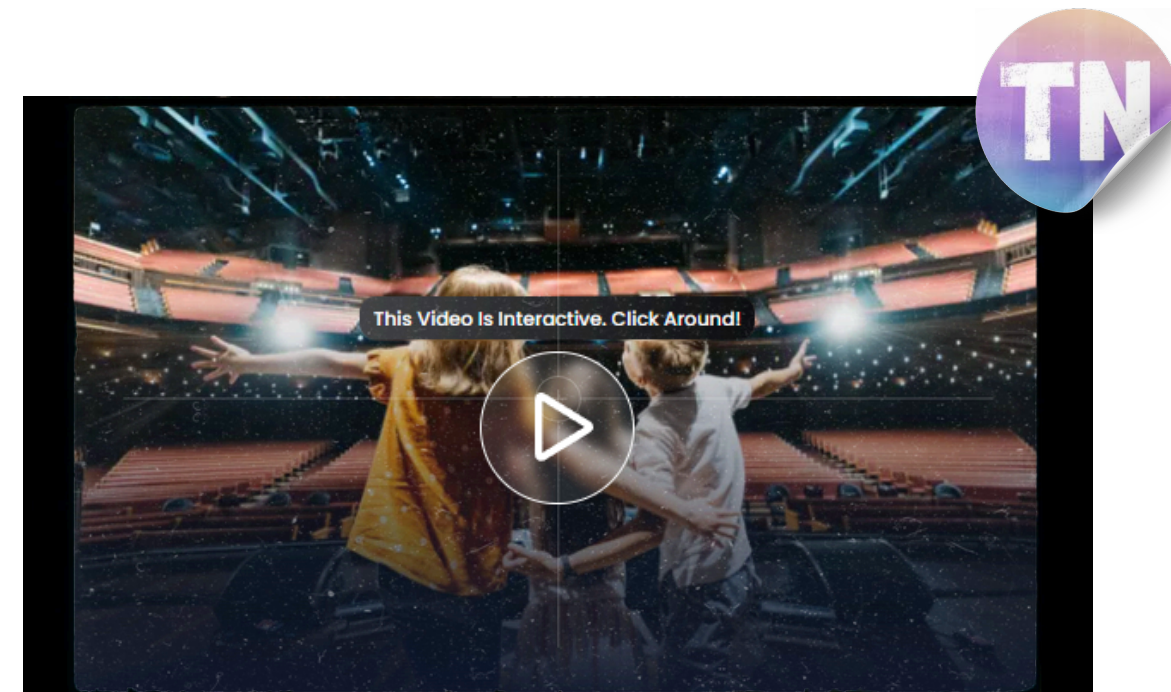
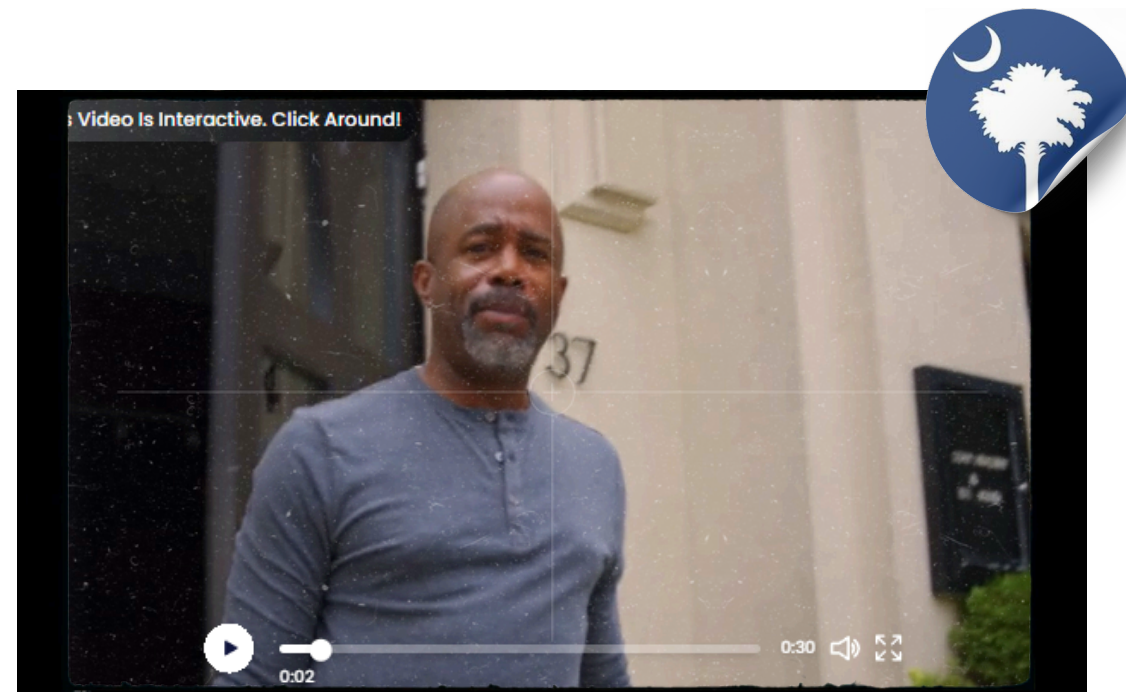
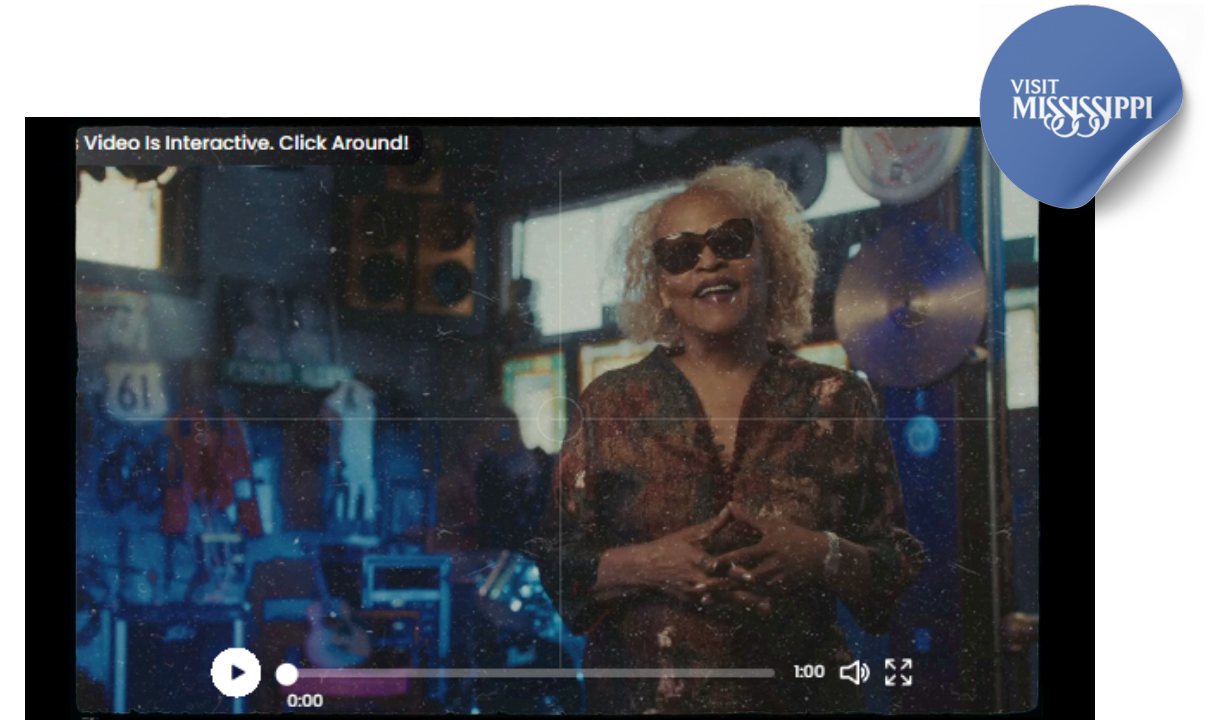
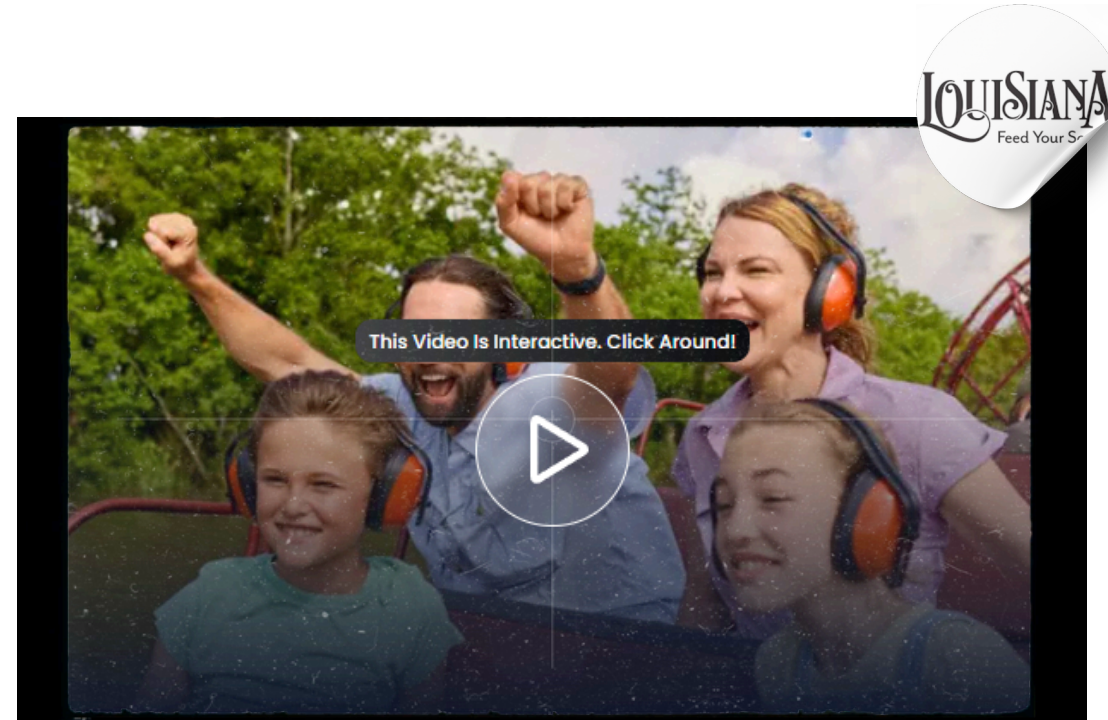
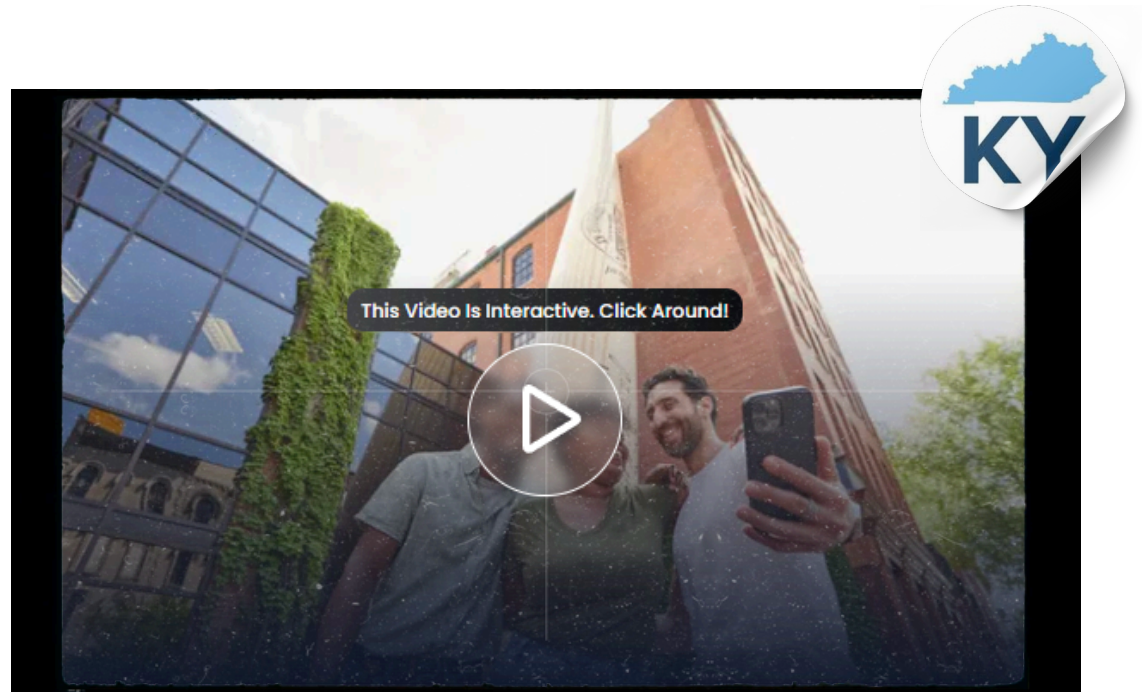


### Nashville Sounds (MiLB)

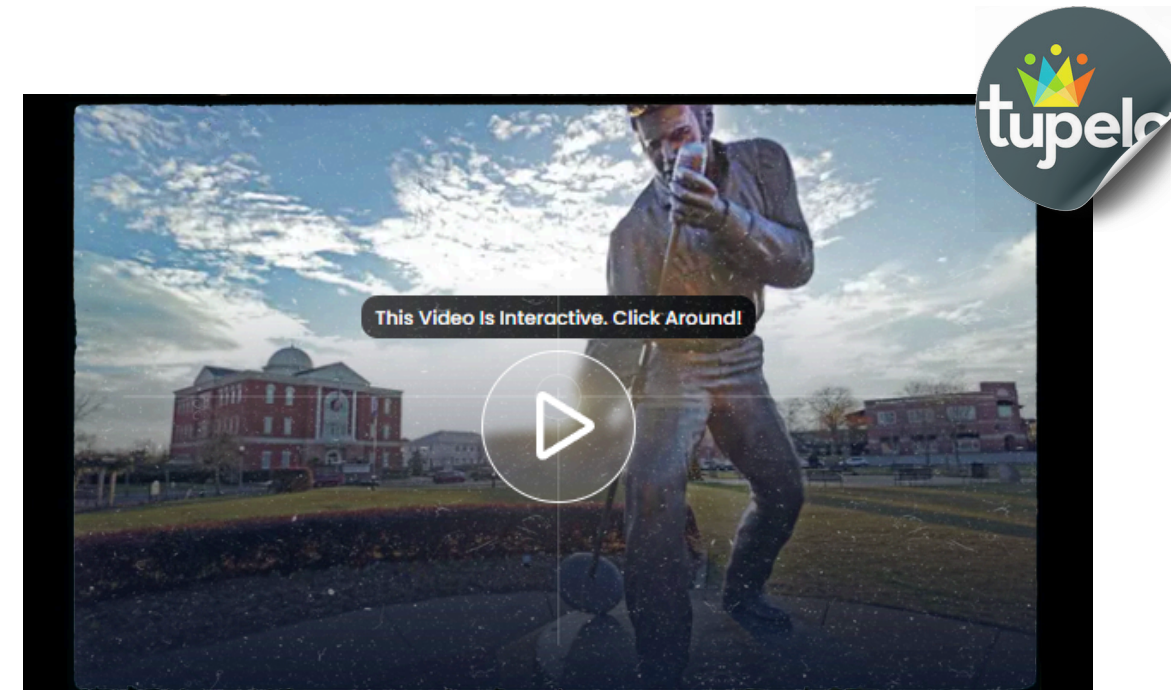
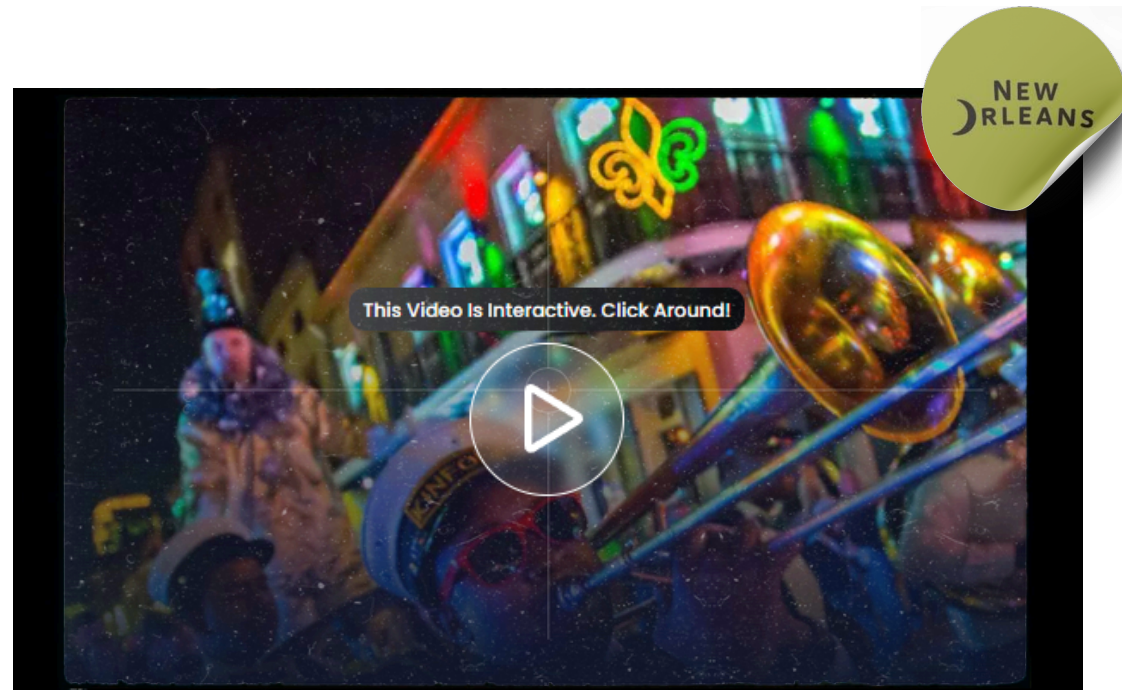
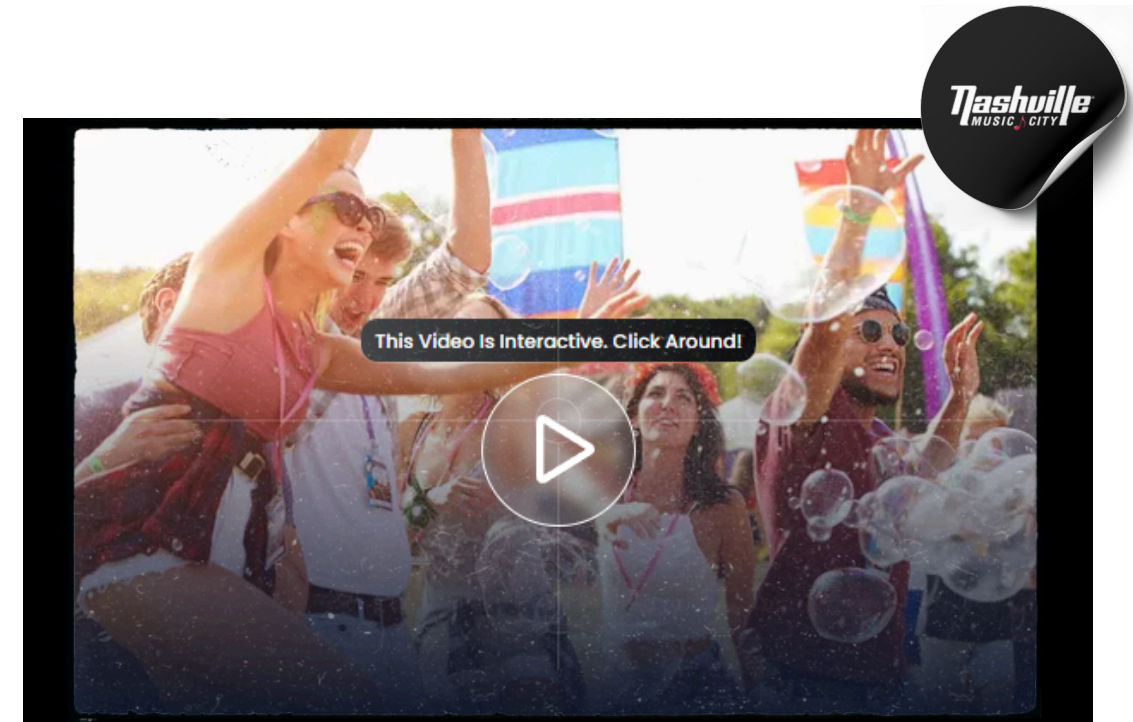
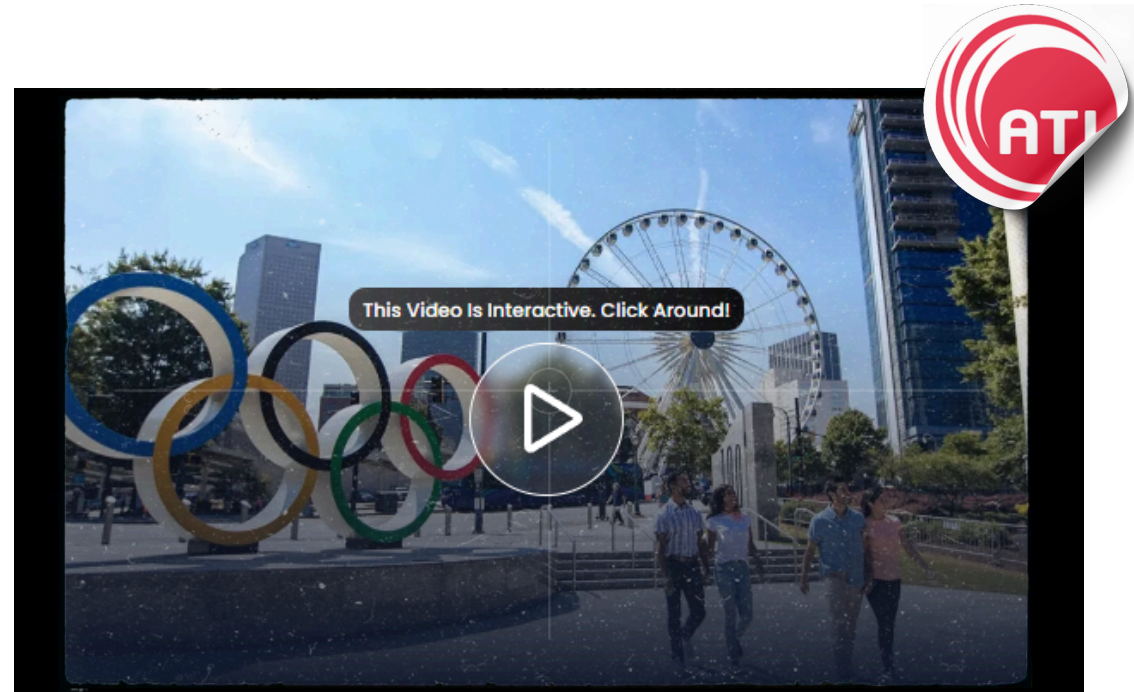
Playing at First Horizon Park, the Nashville Sounds bring Minor League Baseball excitement with skyline views, family-friendly fun, and a lively atmosphere in the heart of Music City.

• • • • •

# Interactive Video Links.



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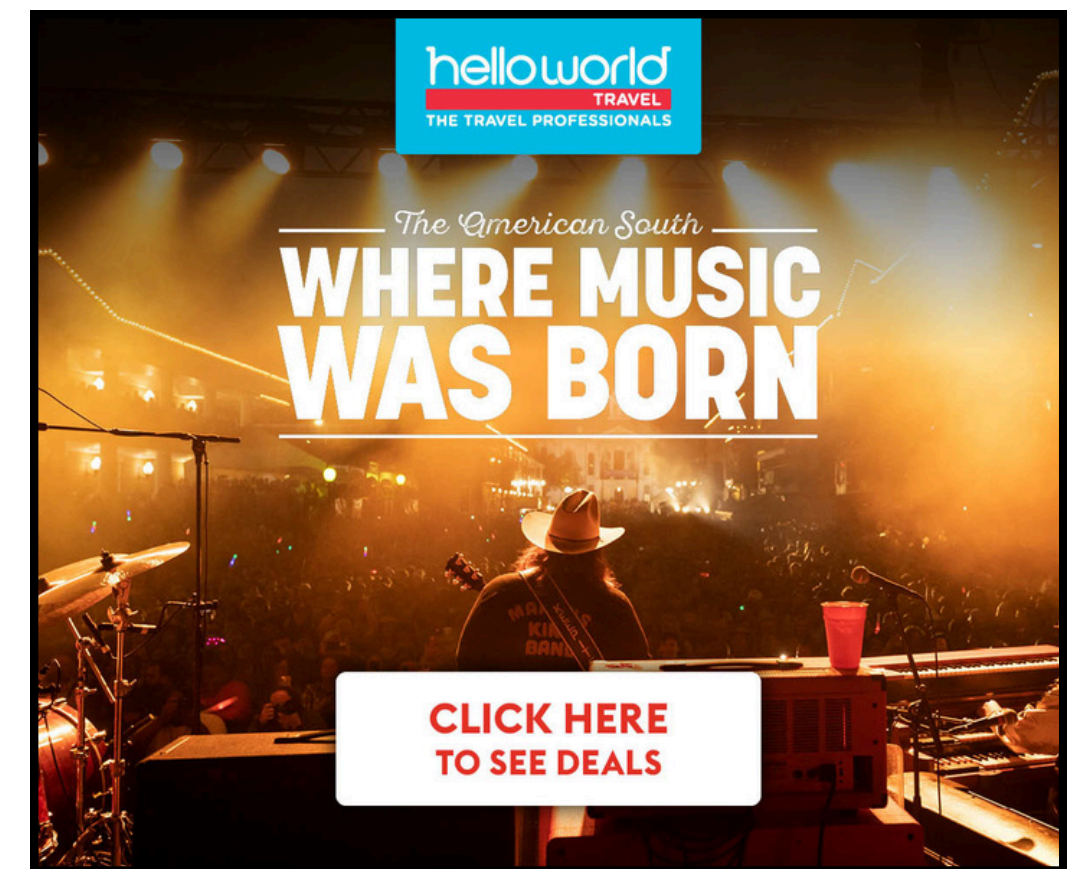
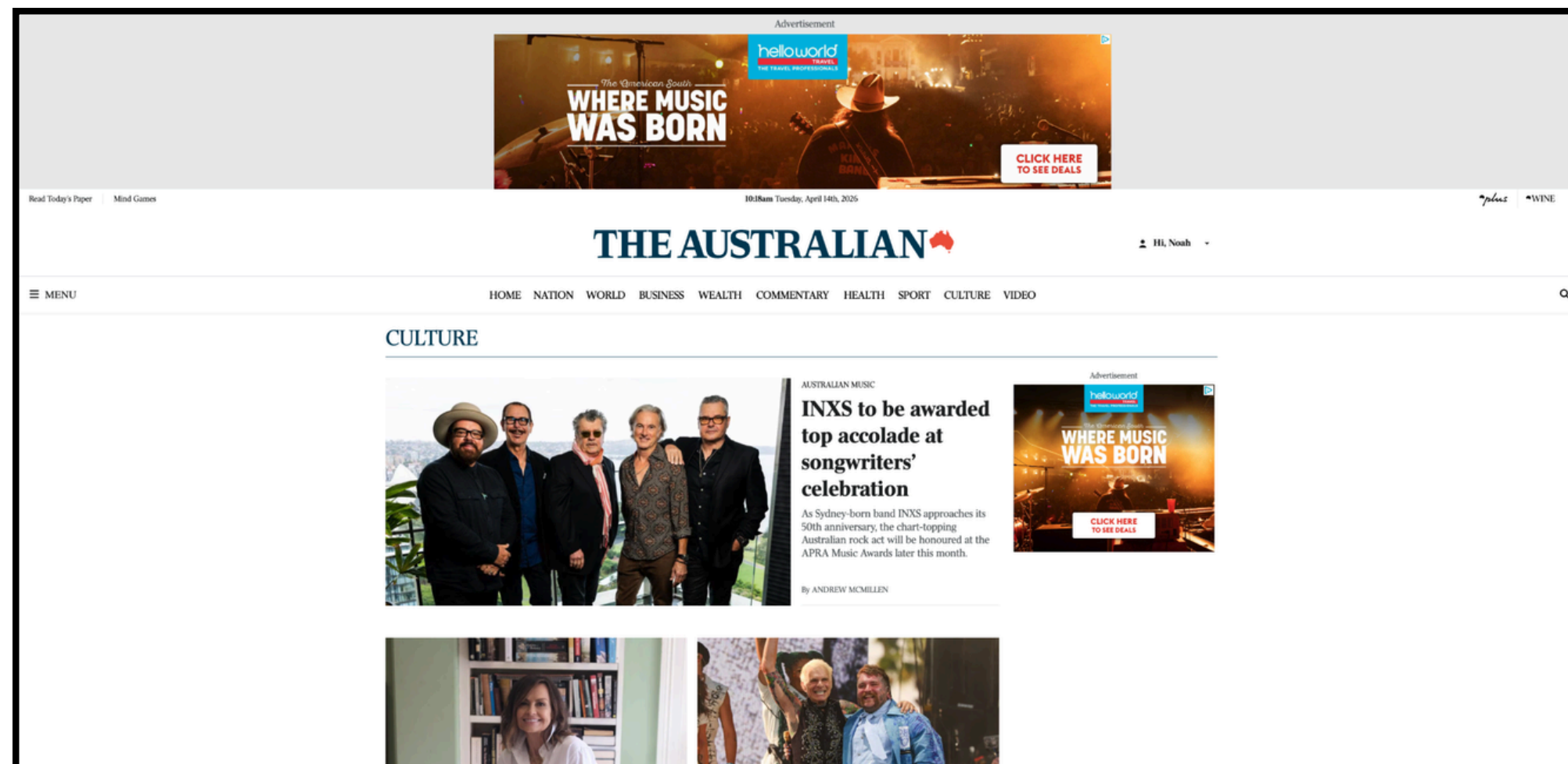




# Trade Retargeting Campaign.



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

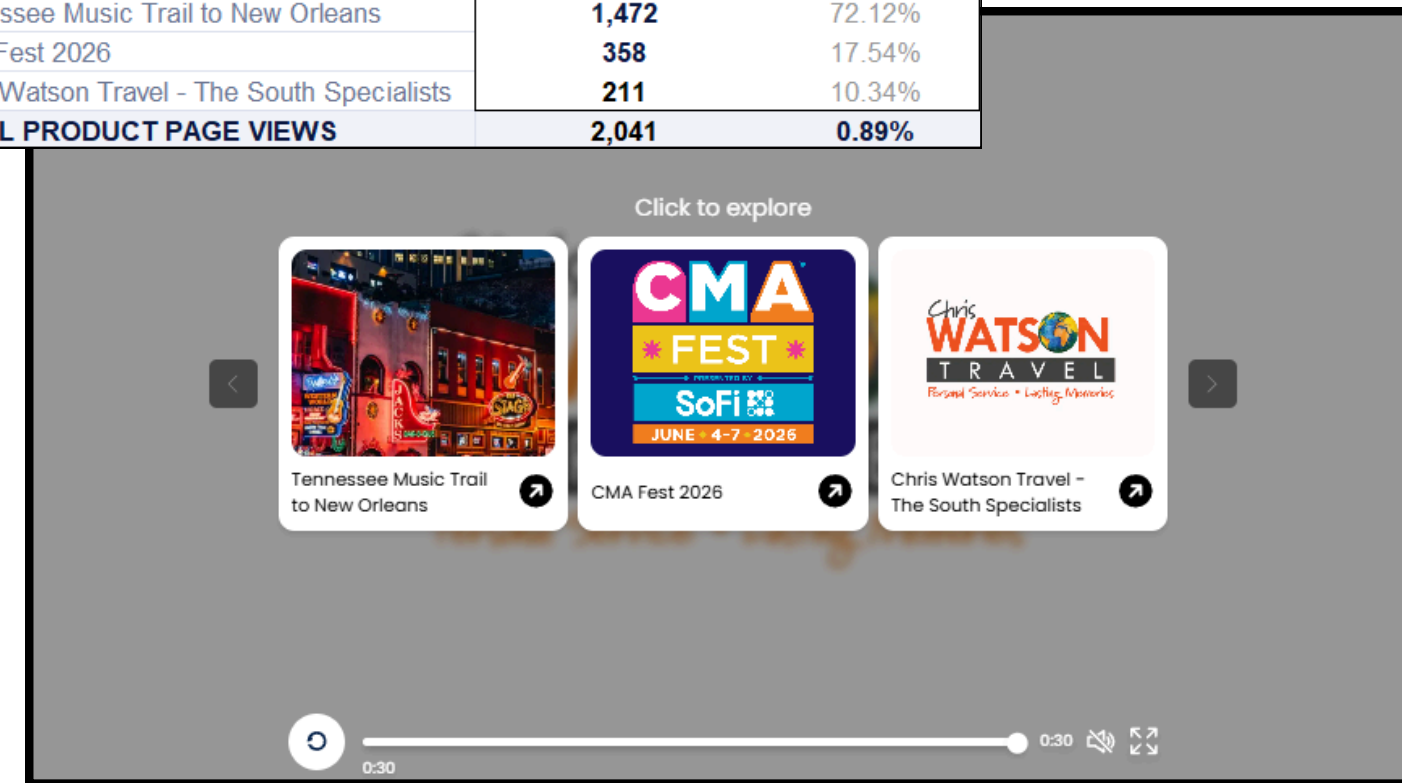
# Video-led Trade Lookalike Campaign.



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.



**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**

**15 DAY BOURBON, BLUEGRASS & HORSE COUNTRY SELF DRIVE**

NASHVILLE - TULLAHOOMA - PIGEON FORGE - LEXINGTON - CINCINNATI - INDIANAPOLIS - LOUISVILLE - OWENSBORO - NASHVILLE

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 handsily 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

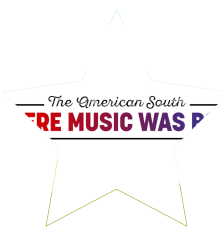
**INCLUDES:**

- 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.



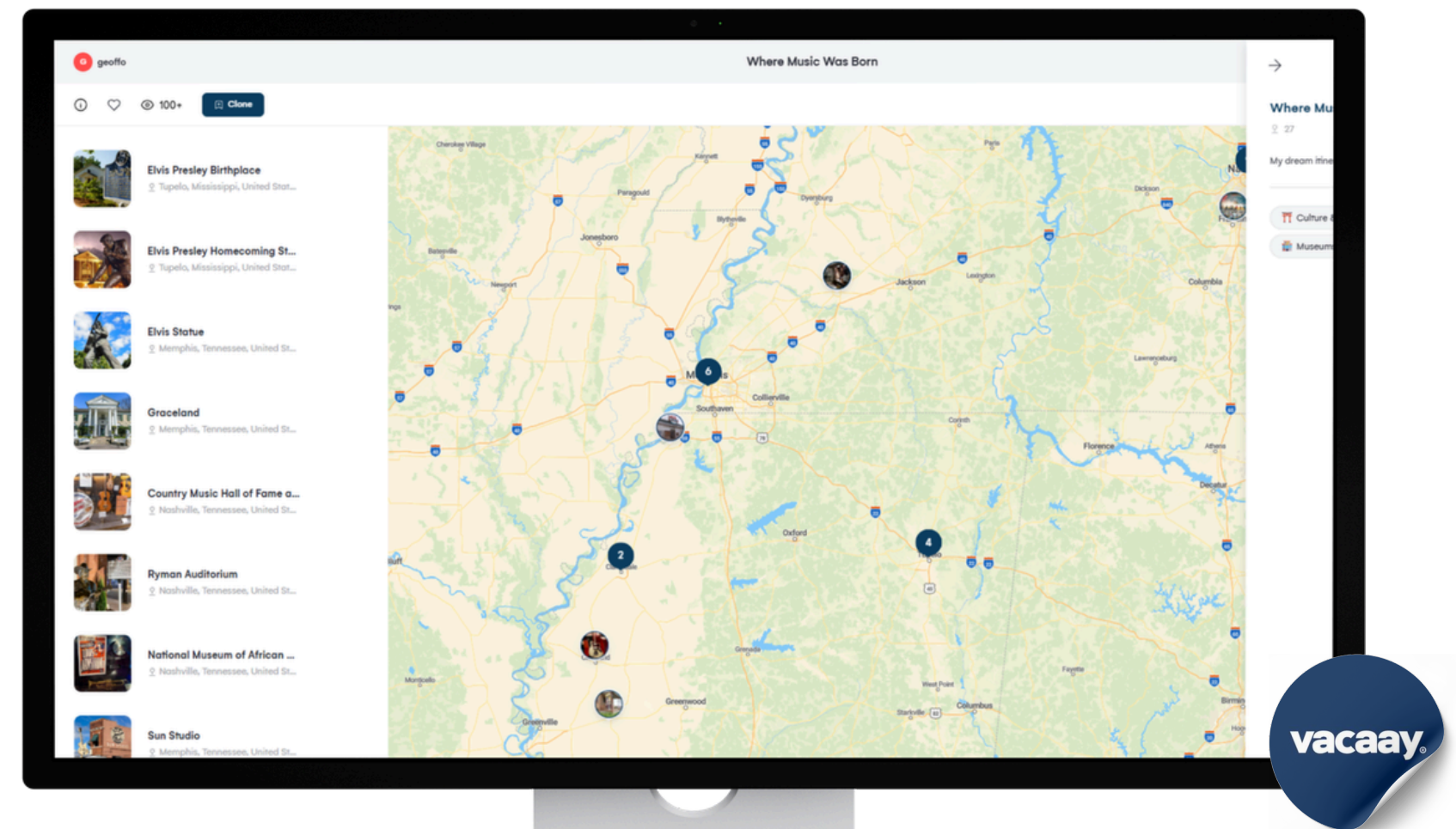
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result.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