



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



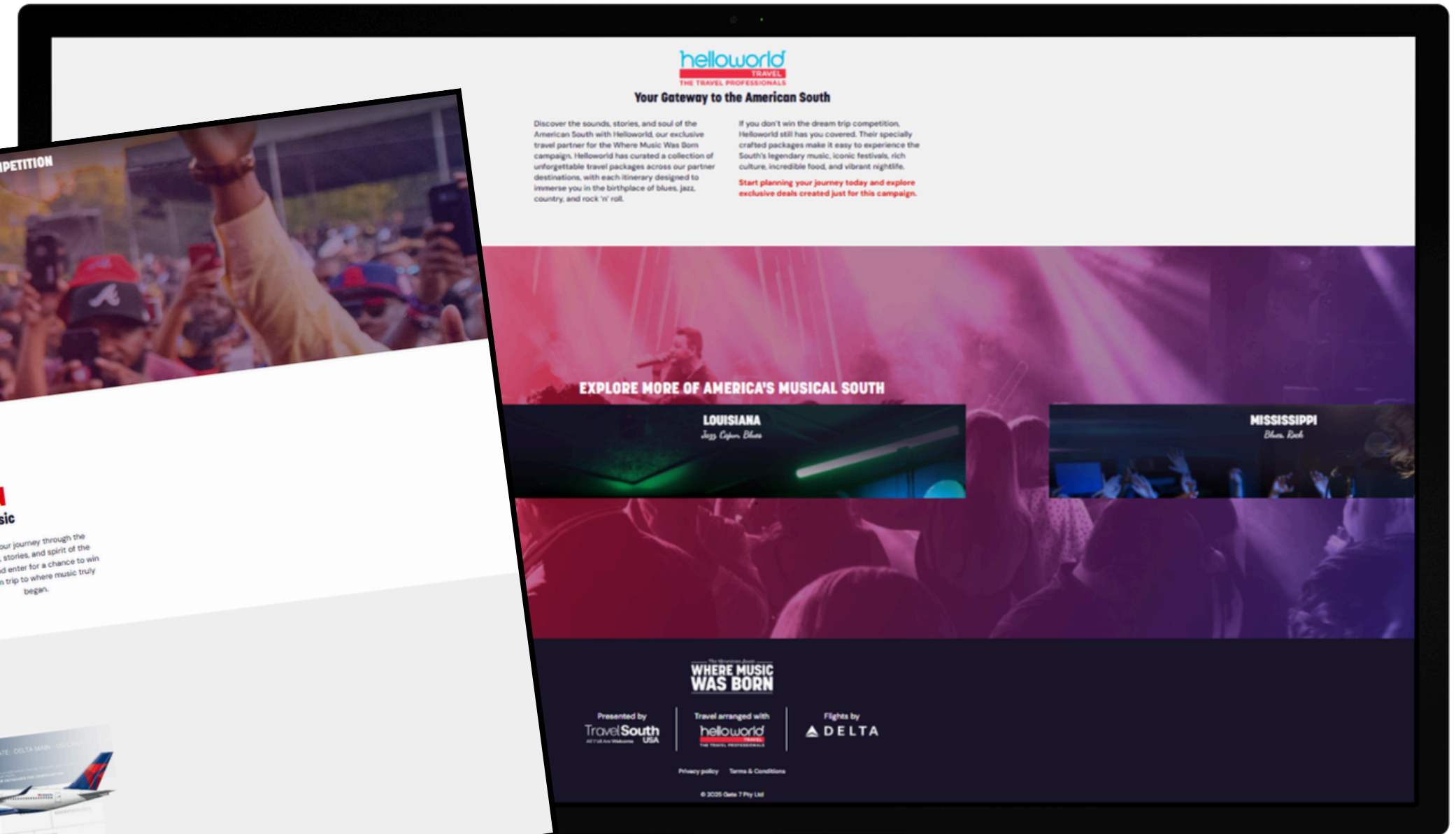
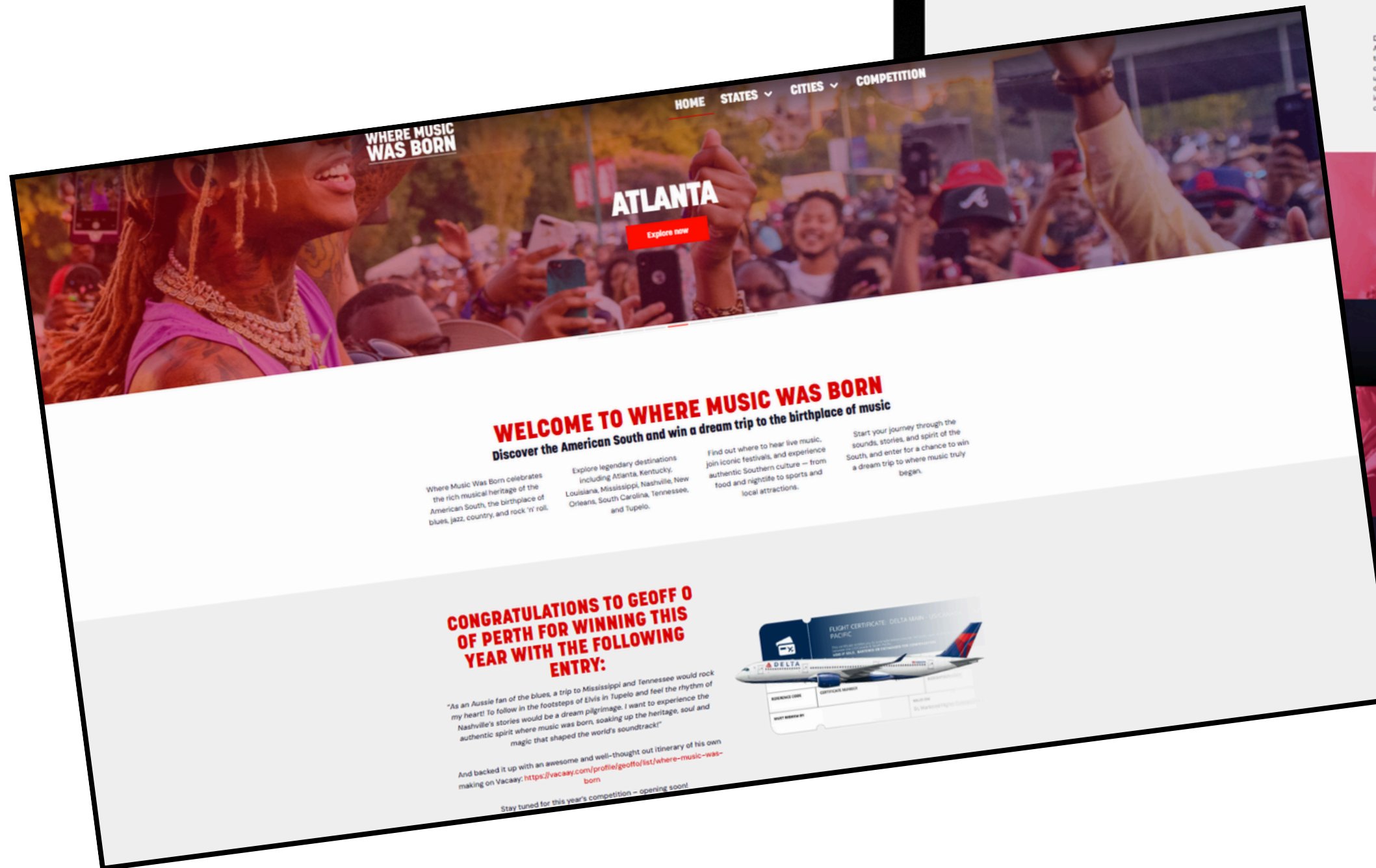
40,499 Engagements on Site
28% over target



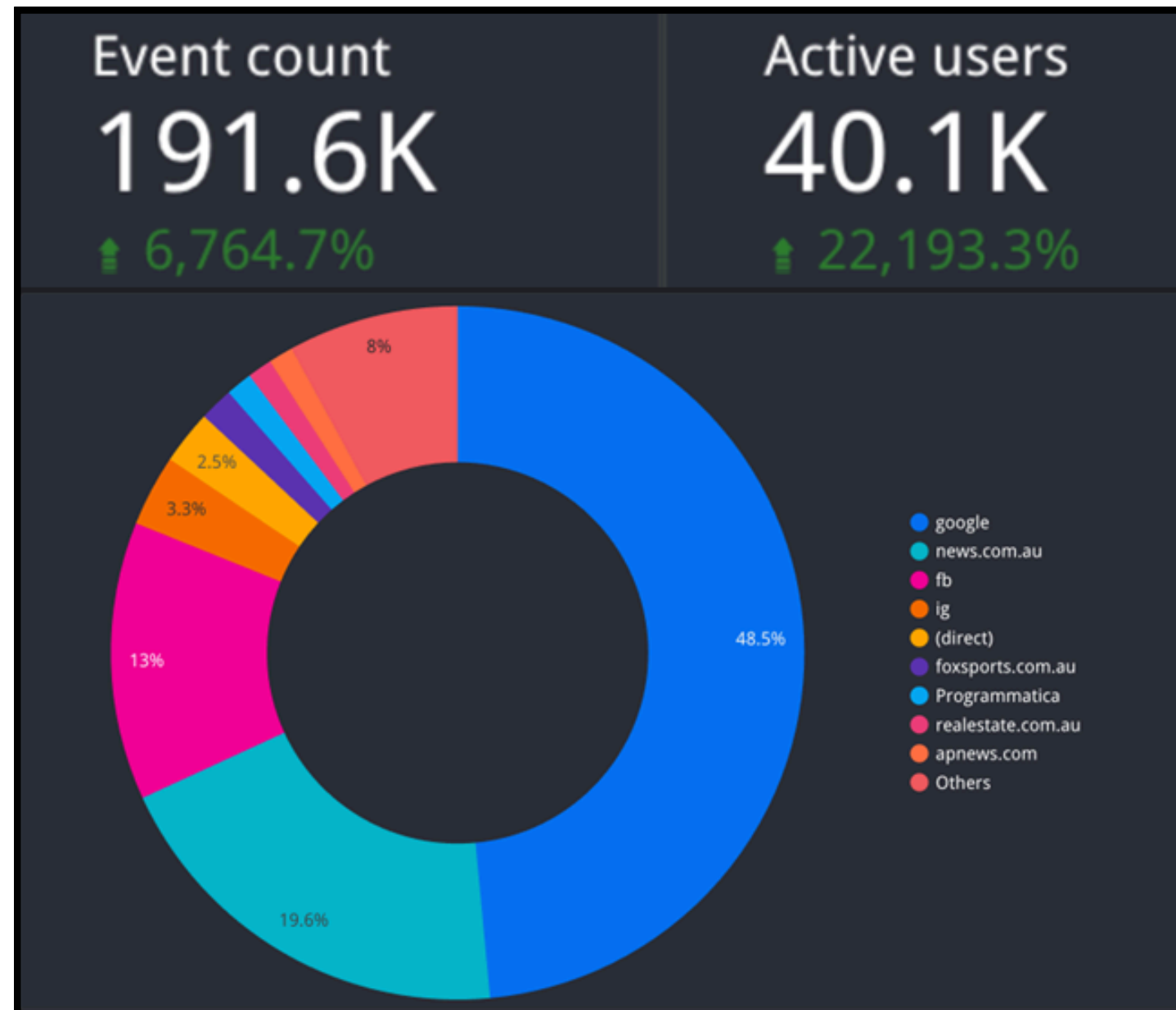
622 Entries
449 opt-ins



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

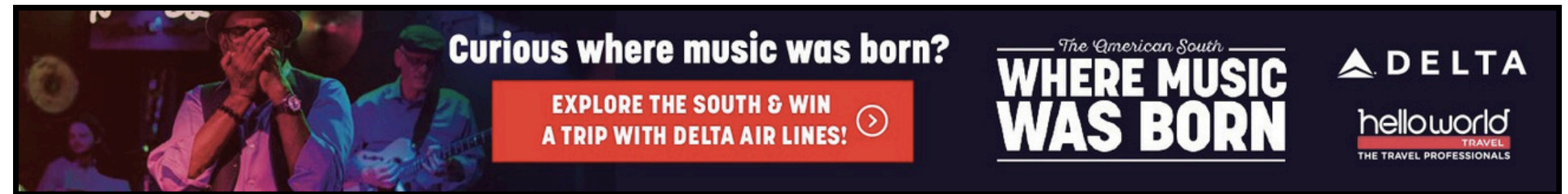
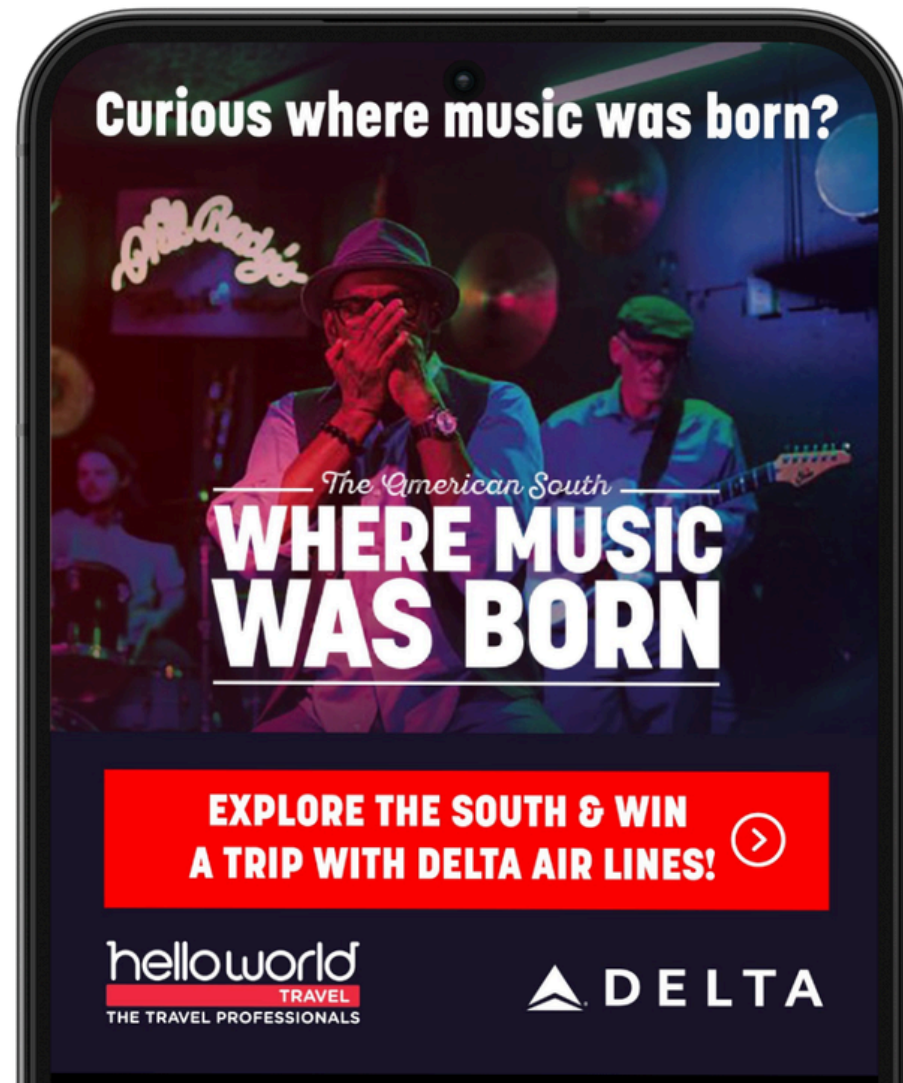
wheremusicwasborn.com/#c...
Win A Trip To Where Music Was Born Learn more

144 15 comments

Like Comment Share

Promotion: Traffic Drivers & Performance.

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





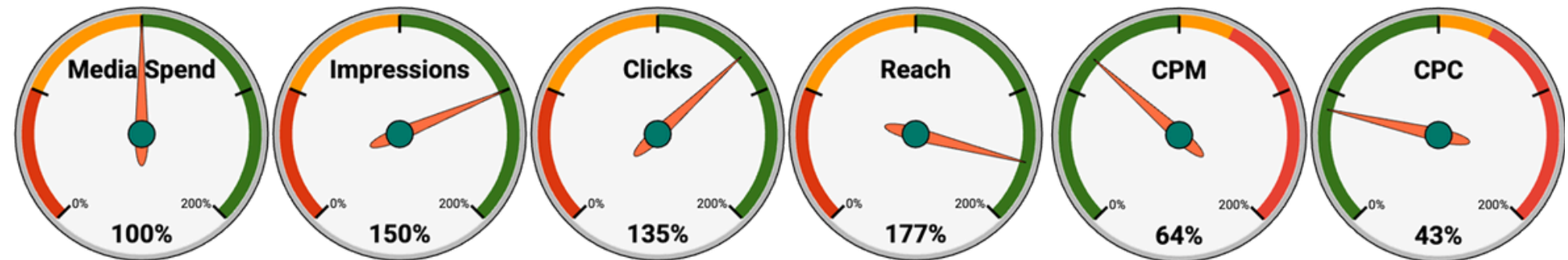
Kentucky: Traffic Drivers & Performance.



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

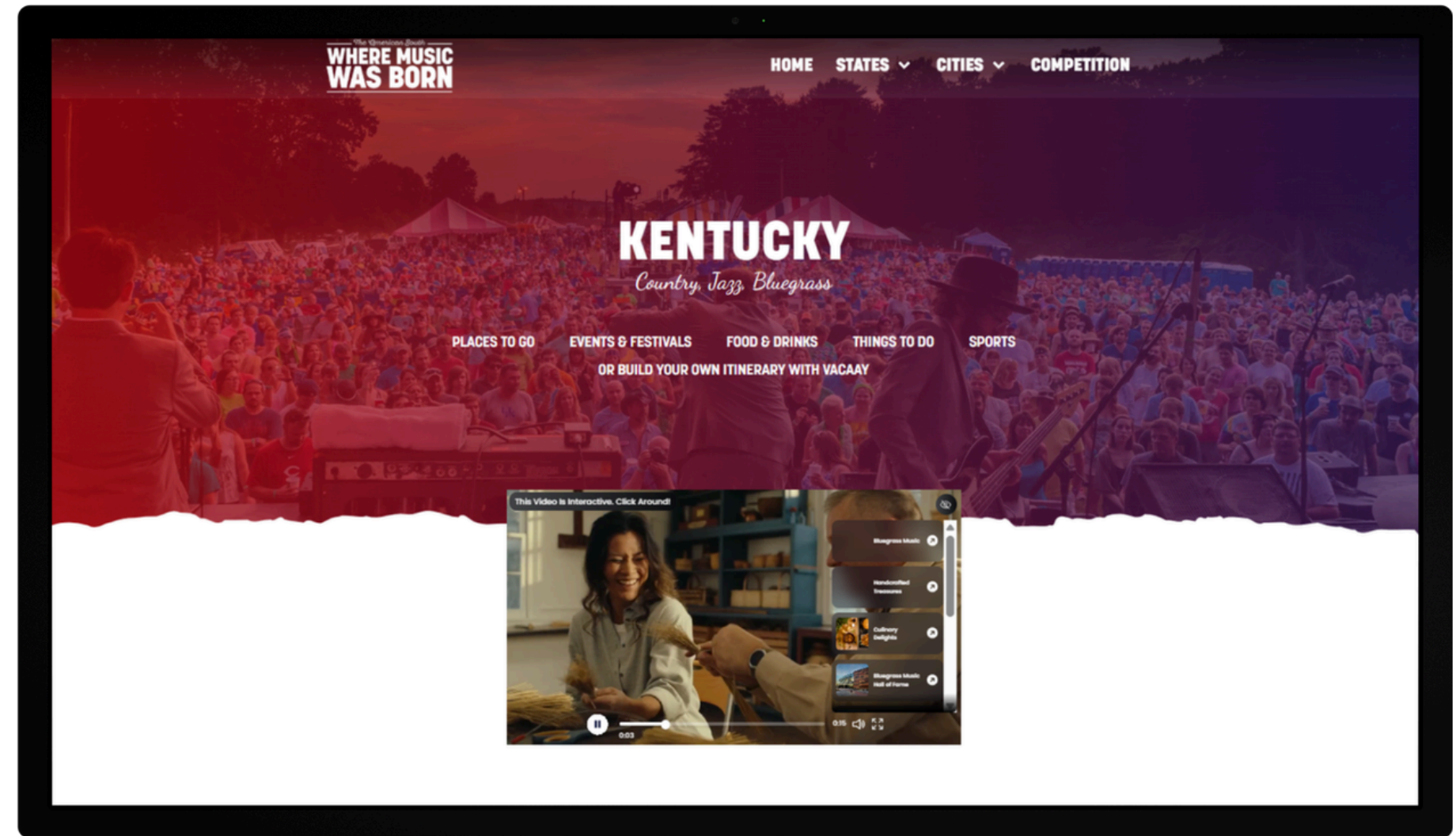
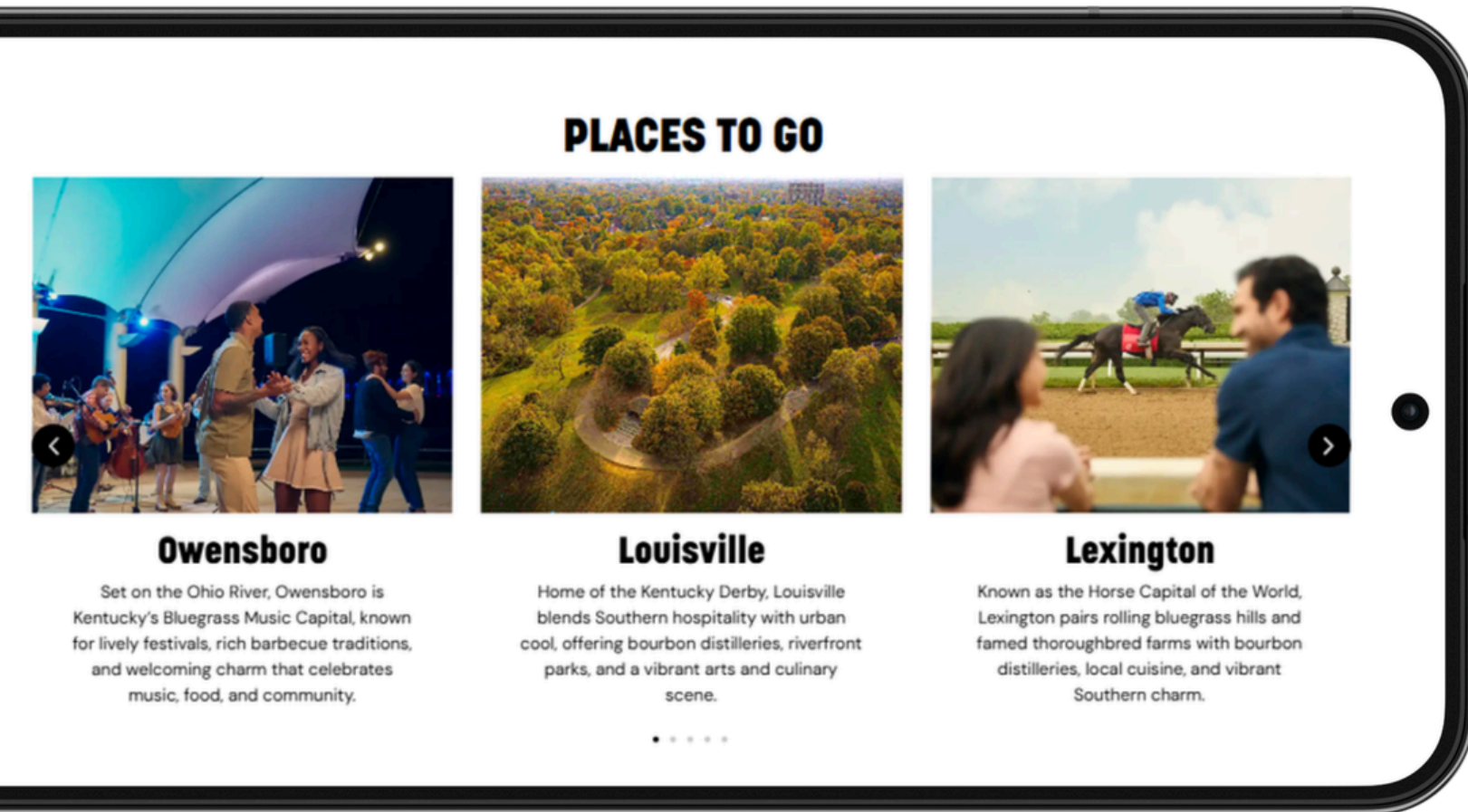


Campaign Actuals | % Of Target Achieved





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.



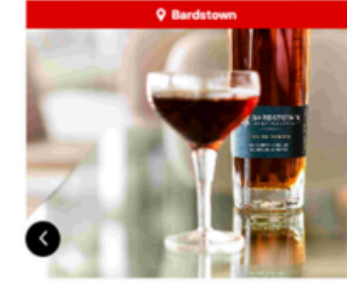
Master Musicians Festival

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.



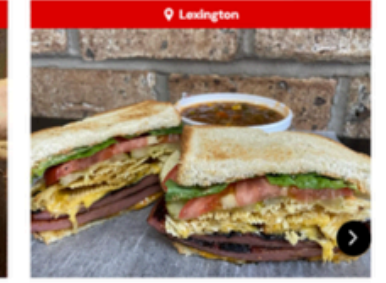
Bardstown Bourbon Company

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.



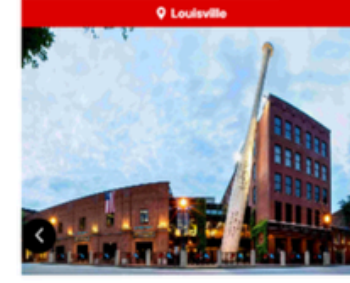
Bill Monroe Homeplace

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.



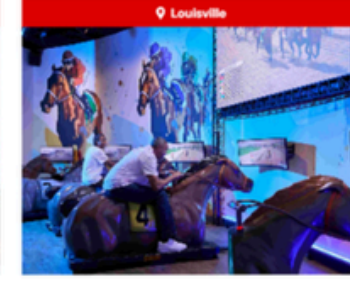
Bluegrass Music Hall of Fame & Museum

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



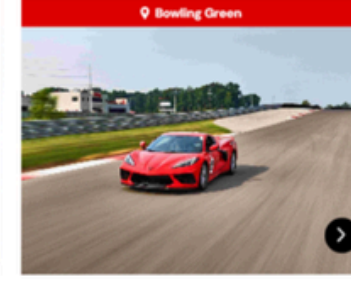
Louisville Slugger Museum & Factory

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

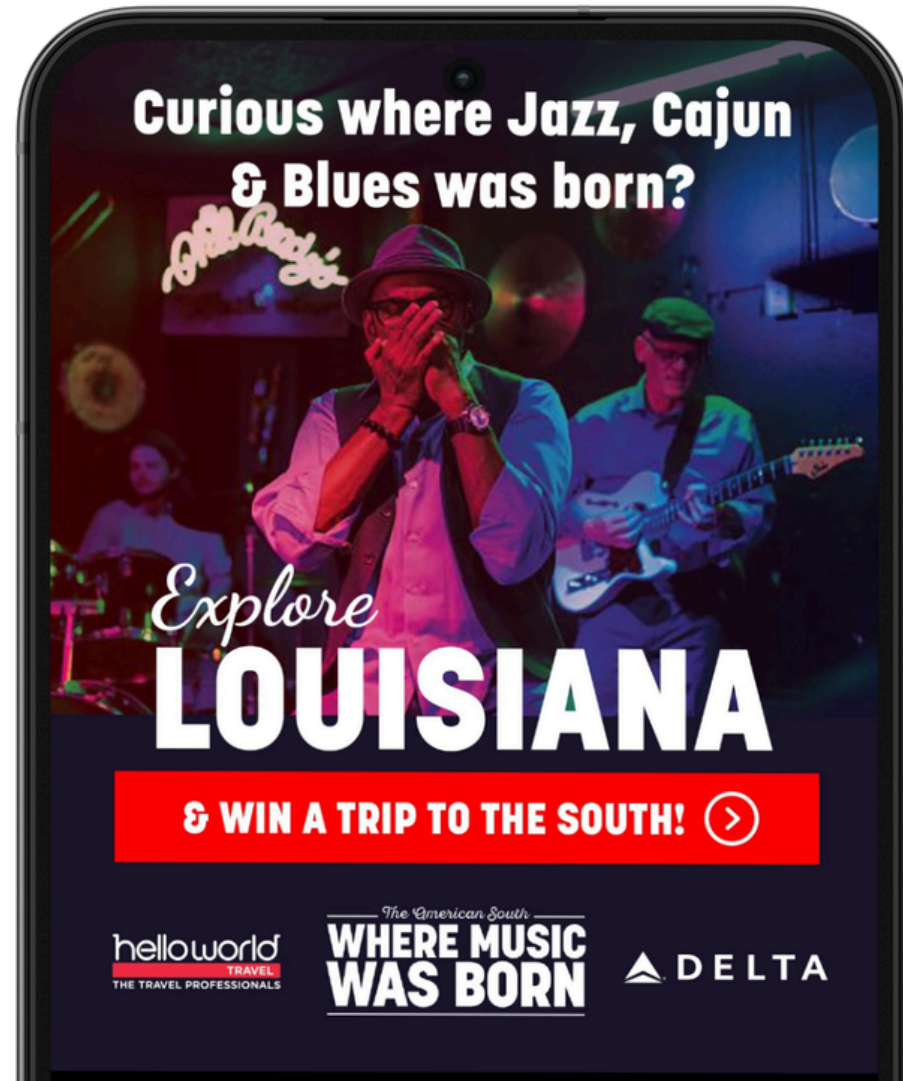
Across from the Corvette Museum in Bowling Green, NCM Motorsports Park offers high-speed thrills with track experiences, driving schools, and events for motorsport fans of all ages.



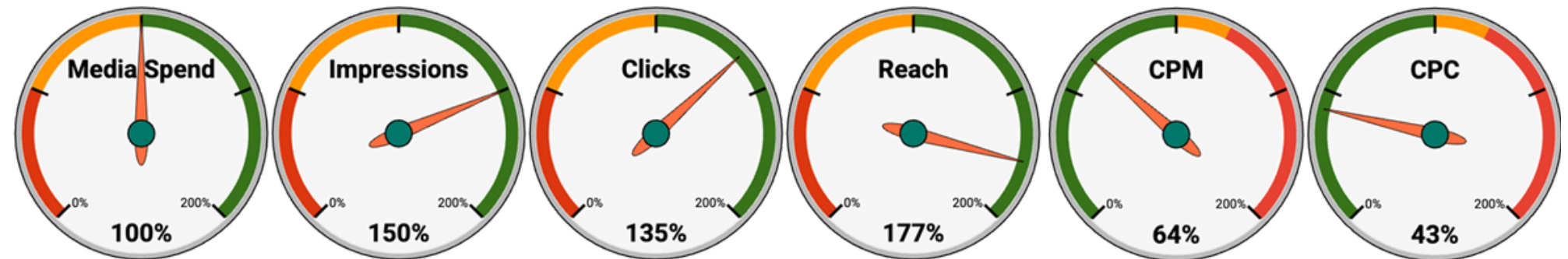
Louisiana: Traffic Drivers & Performance.



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

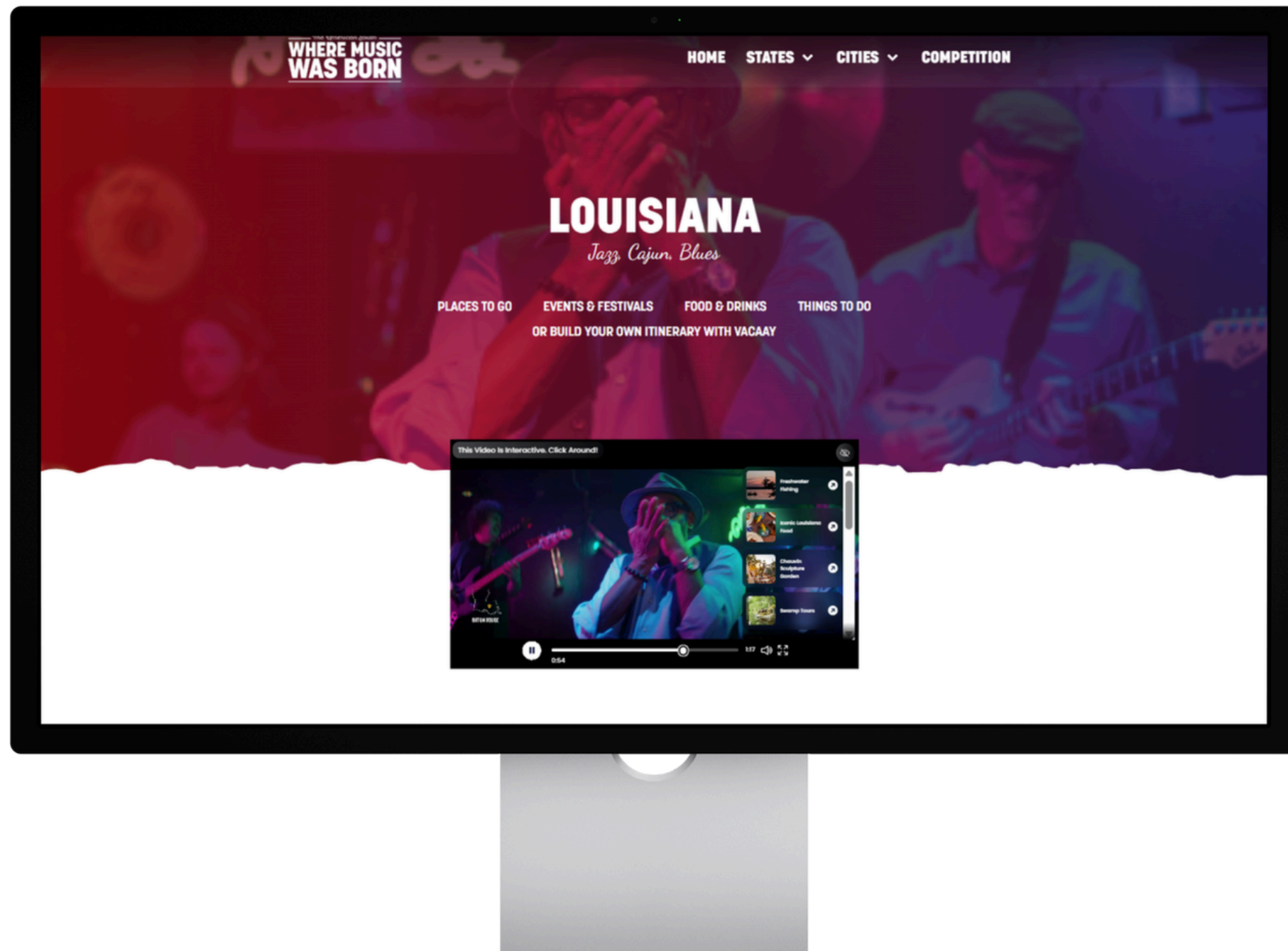
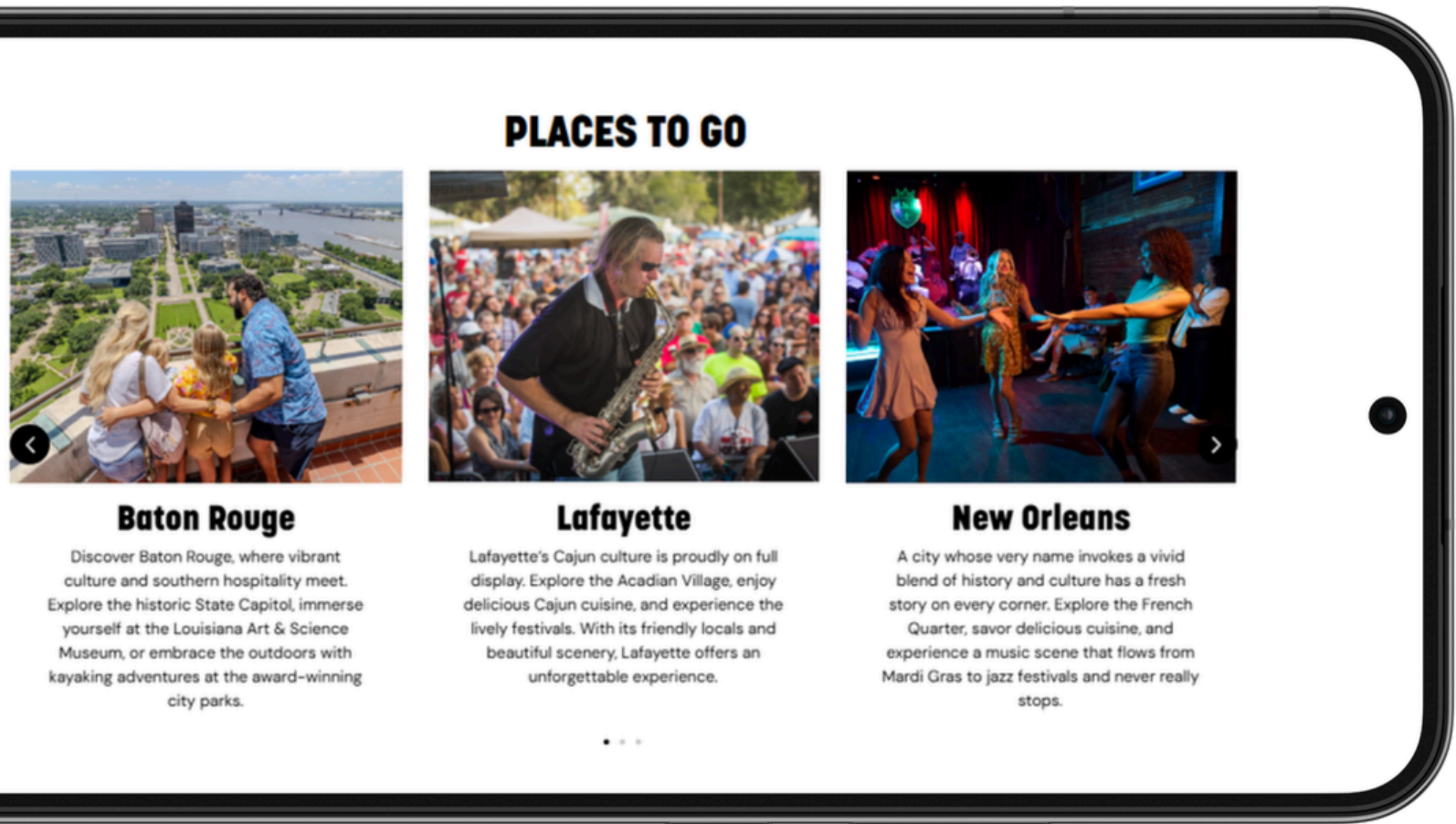


Campaign Actuals | % Of Target Achieved





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!



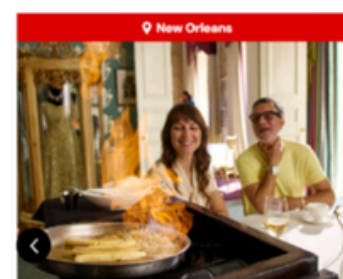
Festival Acadiens et Créoles

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.

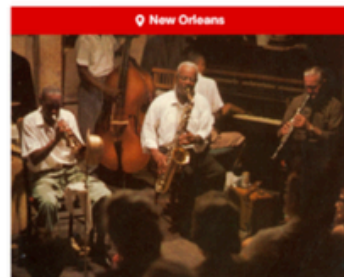


Louisiana: Destination Page Highlights.



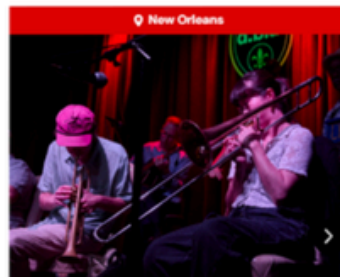
Vermilionville

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

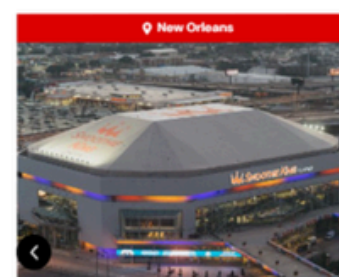
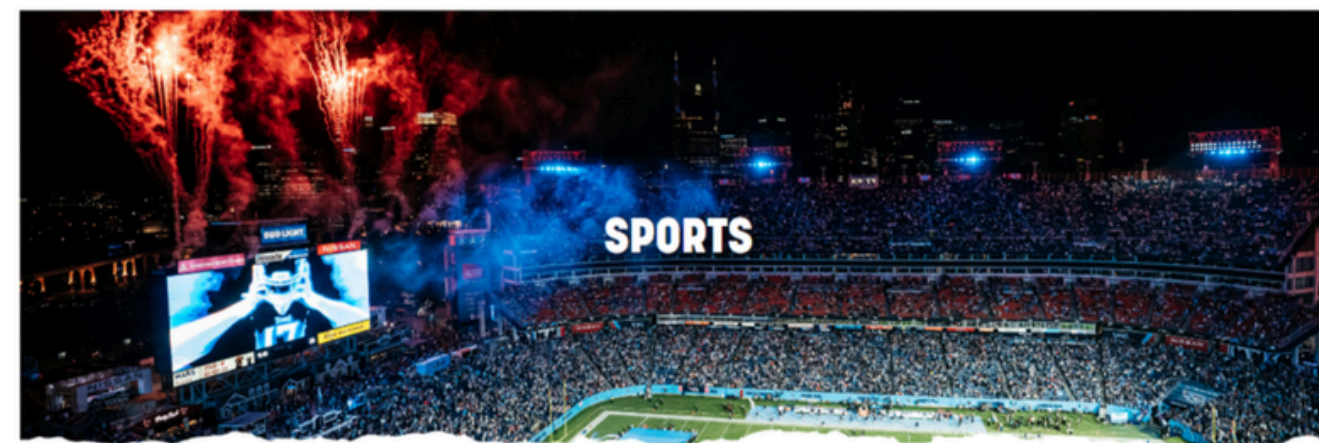
Preservation Hall, a French Quarter landmark, offers 360 nights of live, acoustic New Orleans jazz. Hear legendary musicians perform this iconic musical genre in an intimate setting.



Frenchmen Street

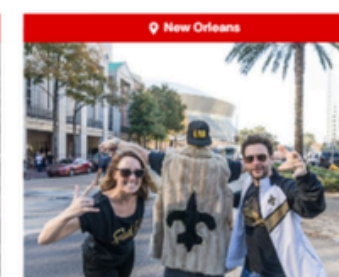
A hidden gem just steps from the French Quarter, Frenchmen Street boasts a vibrant live music scene. Discover legendary venues and emerging talent behind those plain wooden signs.

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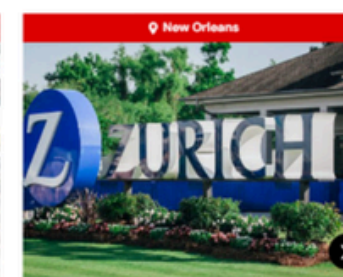
New Orleans Pelicans

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.

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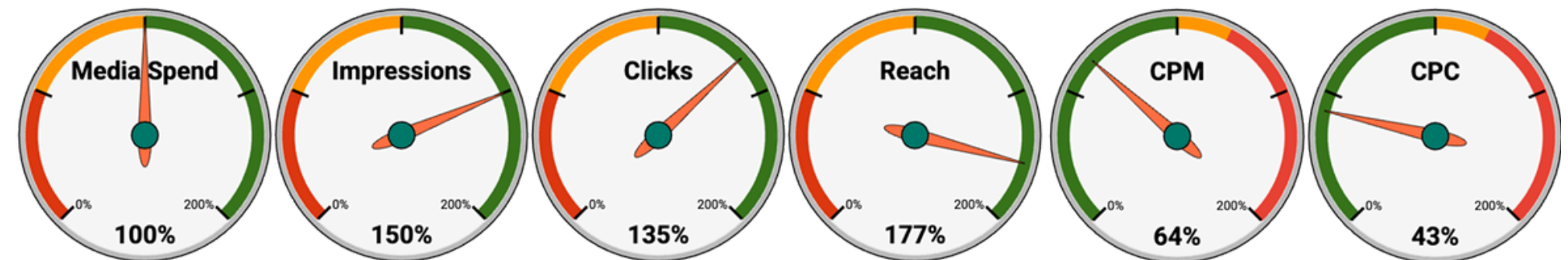
Mississippi: Traffic Drivers & Performance.



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

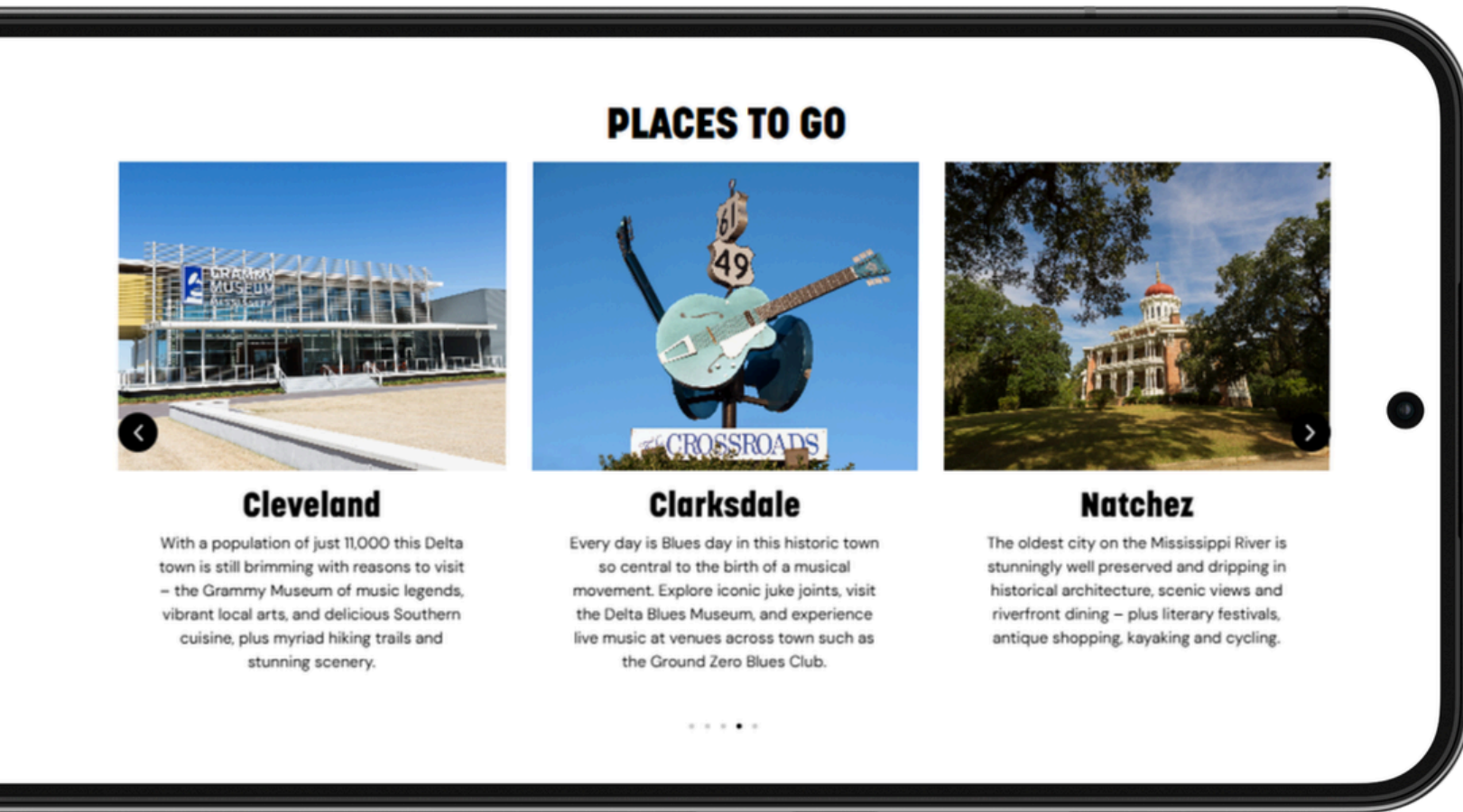


Campaign Actuals | % Of Target Achieved





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.



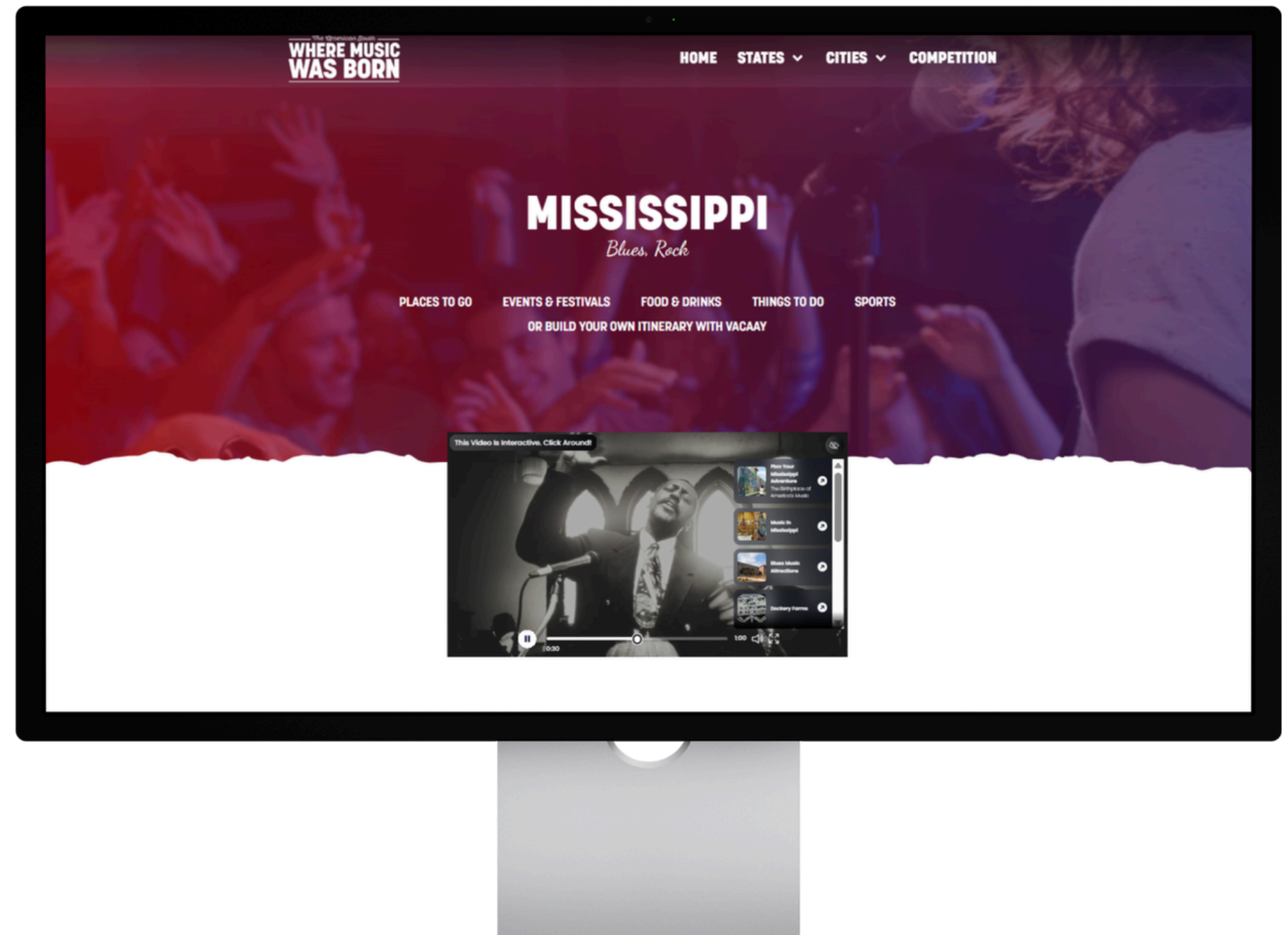
Clarksdale

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

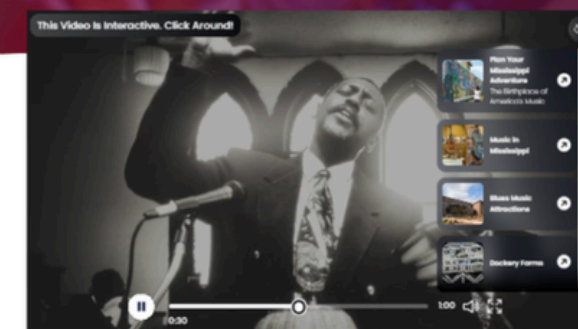
HOME STATES CITIES COMPETITION

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.

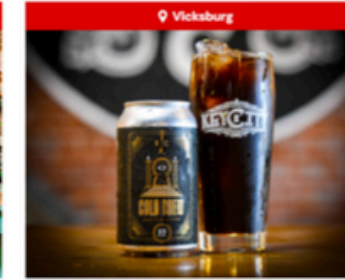
Tupelo Elvis Festival

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.



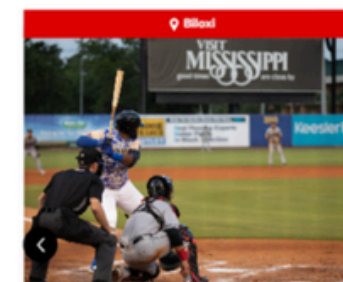
Elvis Presley Birthplace

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.



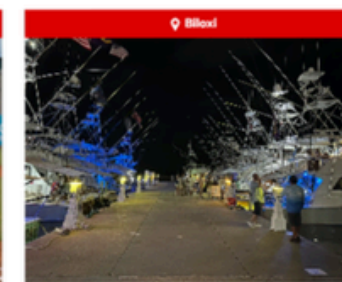
B.B. King Museum & Delta Interpretive Center

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.



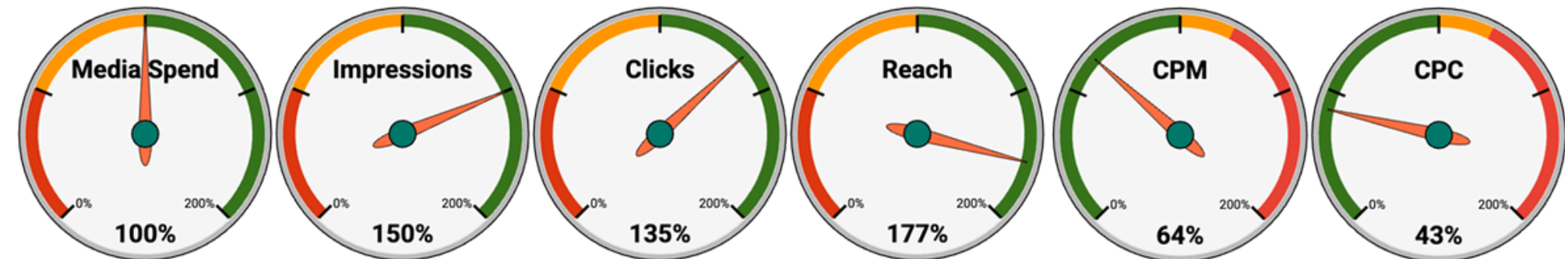
South Carolina: Traffic Drivers & Performance.



Impressions	Reach	CTR
1,571,468	314,293	1,785

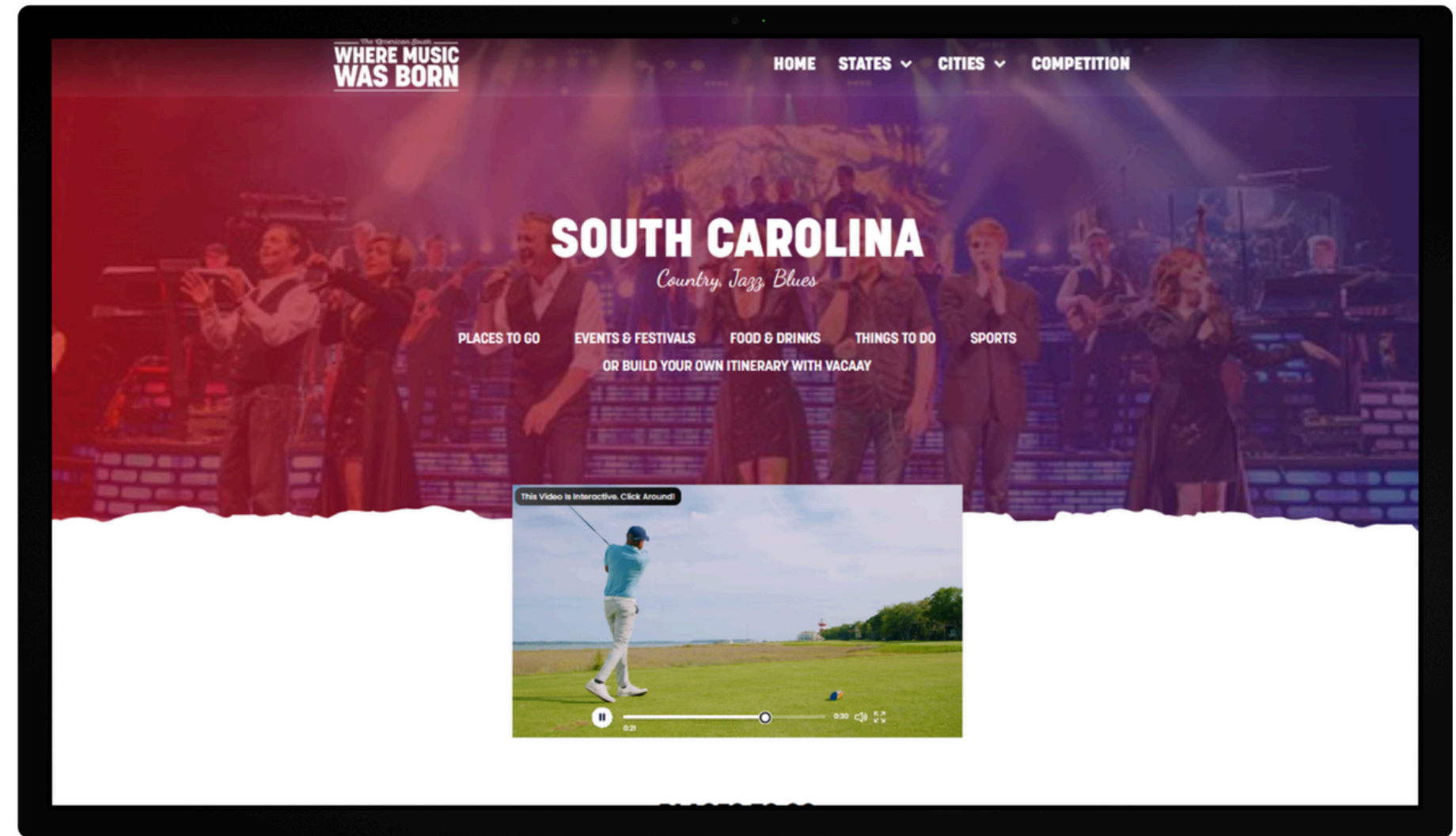


Campaign Actuals | % Of Target Achieved



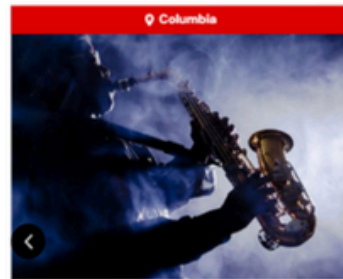


South Carolina: Destination Page Highlights.





South Carolina: Destination Page Highlights.



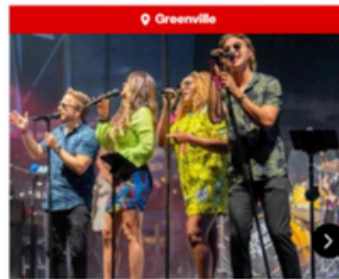
Main Street JAZZ Fest

Downtown Columbia comes alive with the sounds of Main Street Jazz Fest, where regional and national artists perform under the stars, blending smooth rhythms with local food and culture.



Music on the Mountain

Set in the Blue Ridge foothills, Pickens' Music on the Mountain fills the air with jazz, blues, and community spirit, offering a scenic backdrop for live performances and local culture.



euphoria

Greenville's euphoria festival serves up a weekend of food, wine, music, and learning experiences, uniting top chefs, winemakers, and artists in a celebration of Southern hospitality.



Gather GVL

An open-air food hall built from colorful shipping containers, Gather GVL brings Greenville together with diverse eats, craft drinks, live music, and a fun, family-friendly vibe.



Dead Dog Saloon

Overlooking Murrells Inlet MarshWalk, Dead Dog Saloon serves fresh seafood, live music, and Southern hospitality, making it a lively waterfront spot for dining and entertainment.

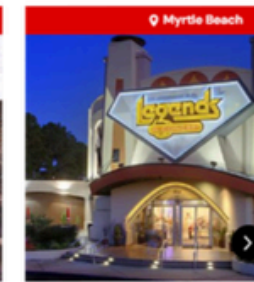


Henry's on the Market

Established in 1932, Henry's on the Market is Charleston's oldest continuous restaurant, serving Lowcountry classics with rooftop views, live music, and timeless Southern charm.



South Carolina: Destination Page Highlights.



Myrtle Beach is a bustling coastal town.

The Carolina Opry Theater

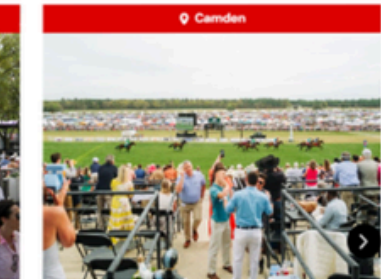
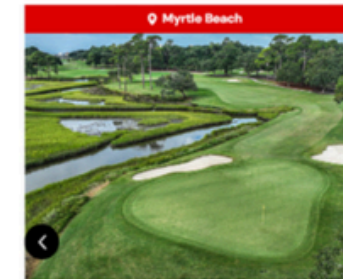
Since 1986, The Carolina Opry Theater has dazzled Myrtle Beach with award-winning live shows, blending music, dance, and comedy in a family-friendly entertainment experience.

Charleston Music Hall

Set in a historic railroad station, Charleston Music Hall hosts concerts, comedy, and film, blending rich history with a vibrant lineup in an intimate downtown venue.

Legends in Concert

A Myrtle Beach favorite, Legends in Concert brings celebrity tribute the stage with dazzling performances, music, and costumes celebrating past and present.



Myrtle Beach Classic

Making its PGA TOUR debut in 2024, the Myrtle Beach Classic brings top golfers to South Carolina's coast, showcasing championship play amid the Grand Strand's beachside charm.

Credit One Charleston Open

Hosted each spring on Daniel Island, the Credit One Charleston Open is the largest women's-only tennis tournament in North America, showcasing world-class play in a vibrant coastal setting.

Carolina Cup

Each spring in Camden, the Carolina Cup draws thousands for a day of thrilling steeplechase racing, Southern tradition, and lively tailgating that has become a beloved social event.



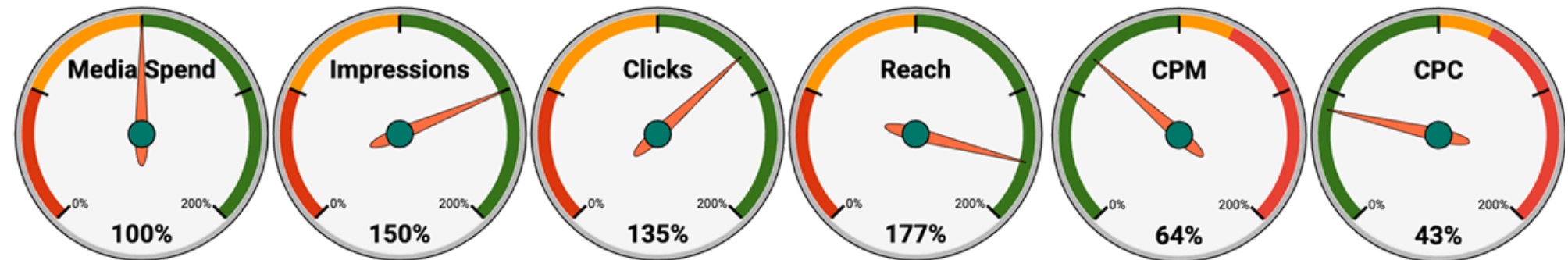
Tennessee: Traffic Drivers & Performance.



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

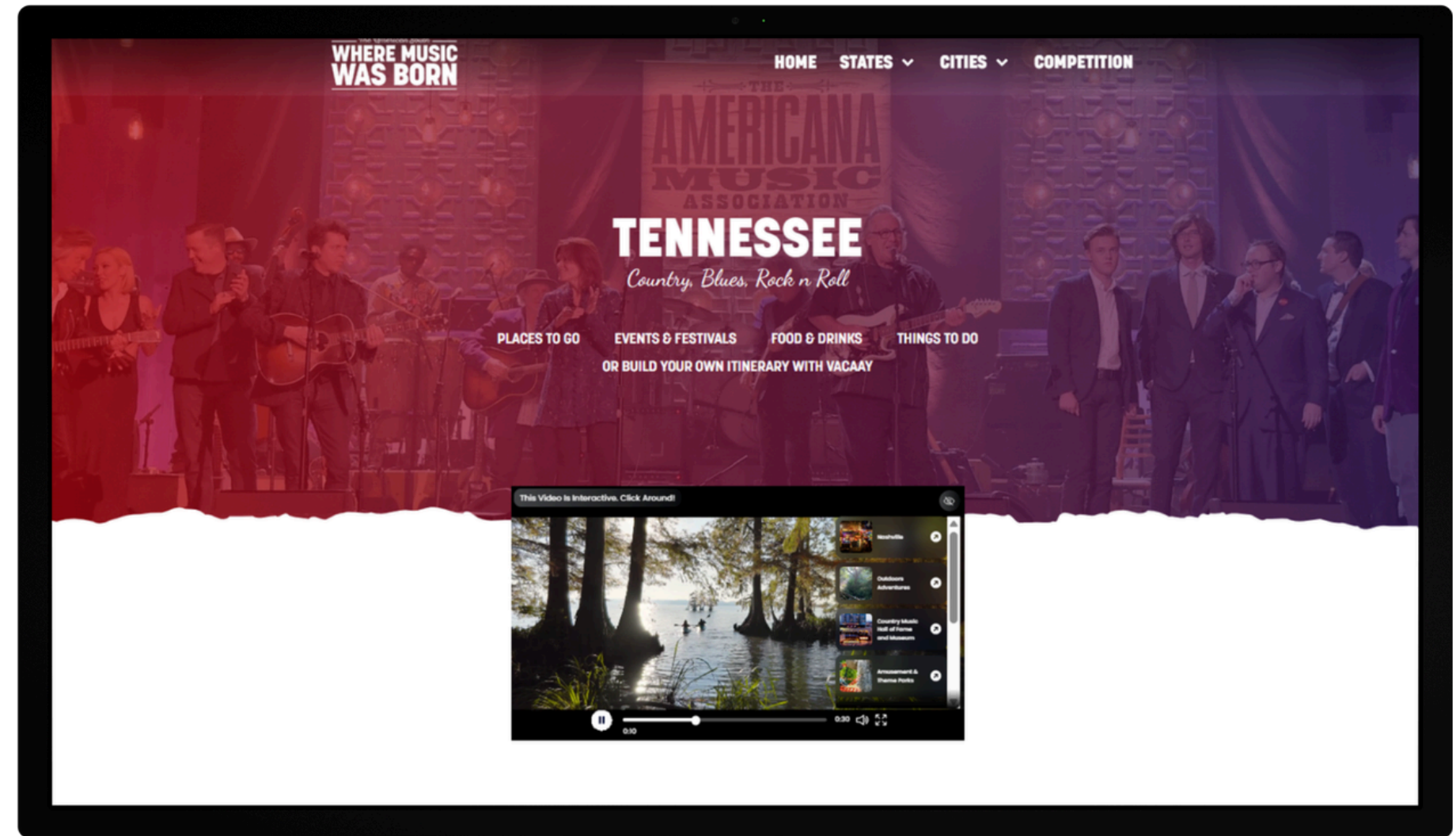
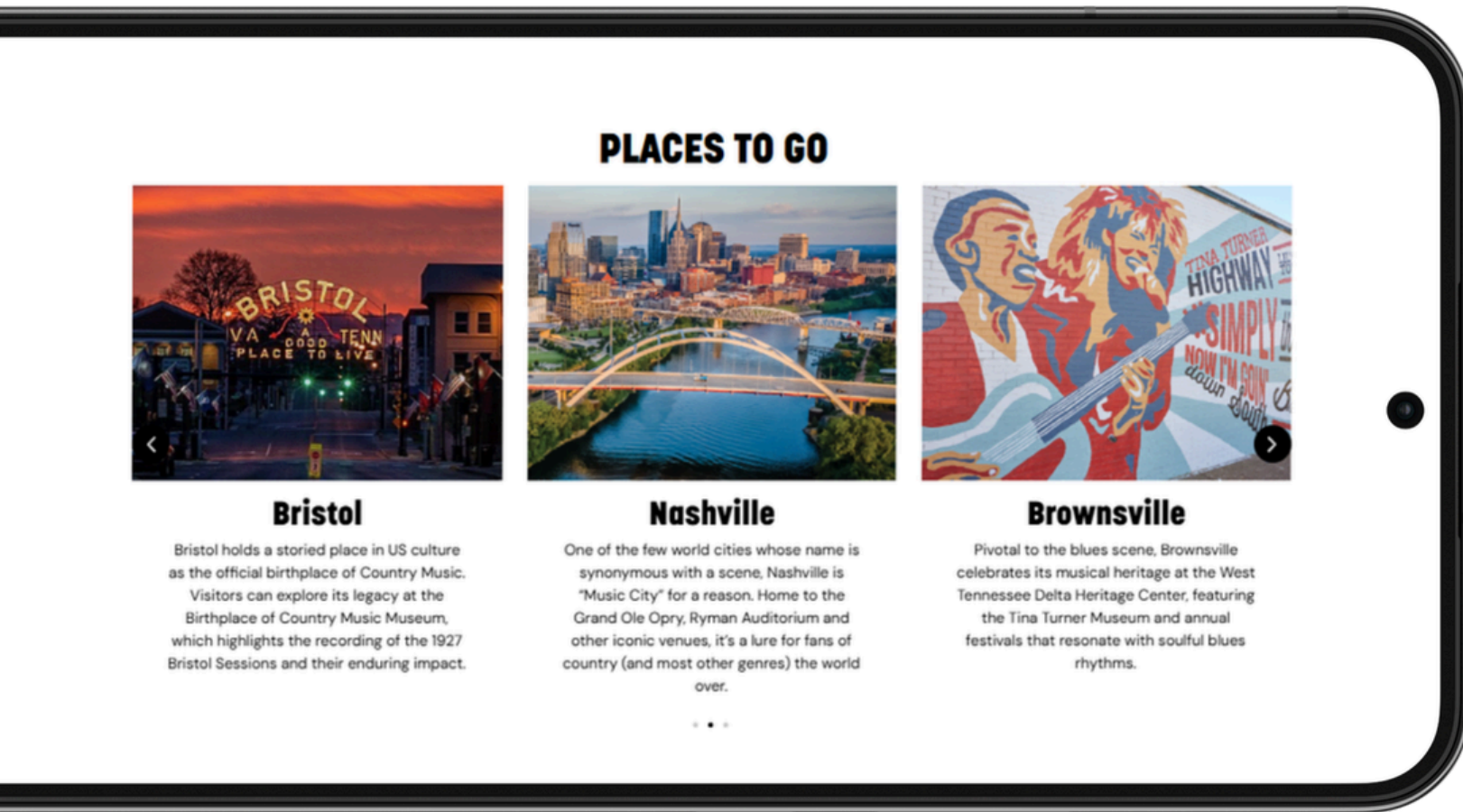


Campaign Actuals | % Of Target Achieved





Tennessee: Destination Page Highlights.





Tennessee: Destination Page Highlights.



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.



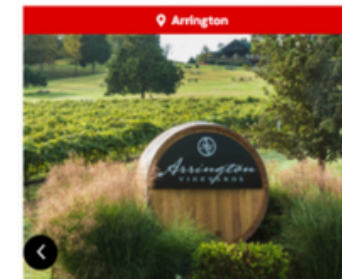
Exit 56 Blues Fest

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 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.



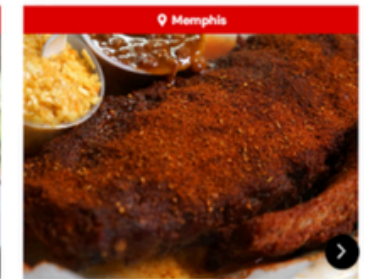
Arrington Vineyards

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.



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.



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



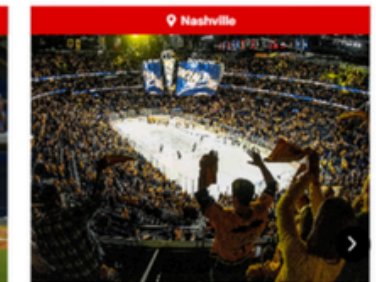
Nashville SC (Soccer)

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.

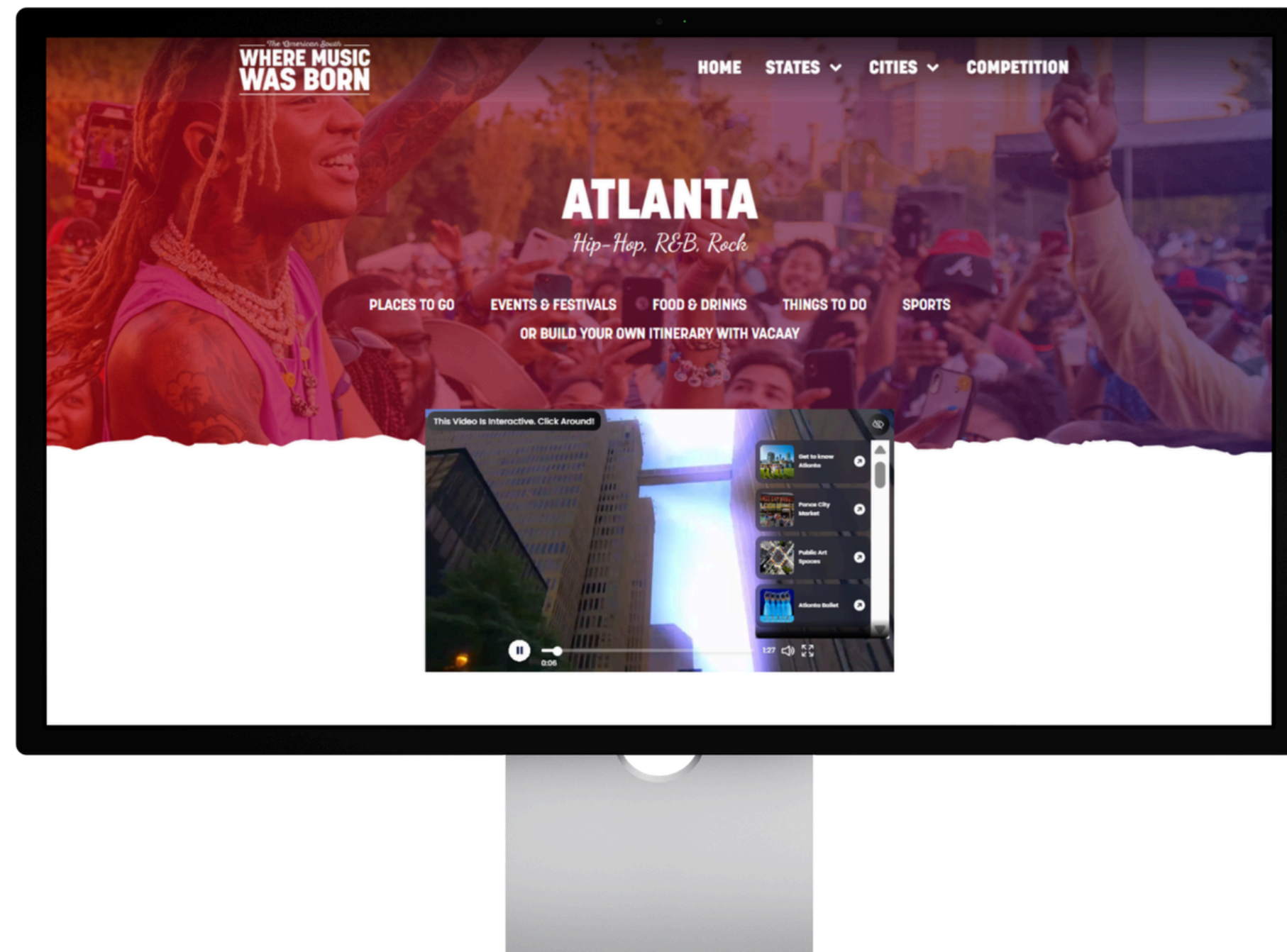
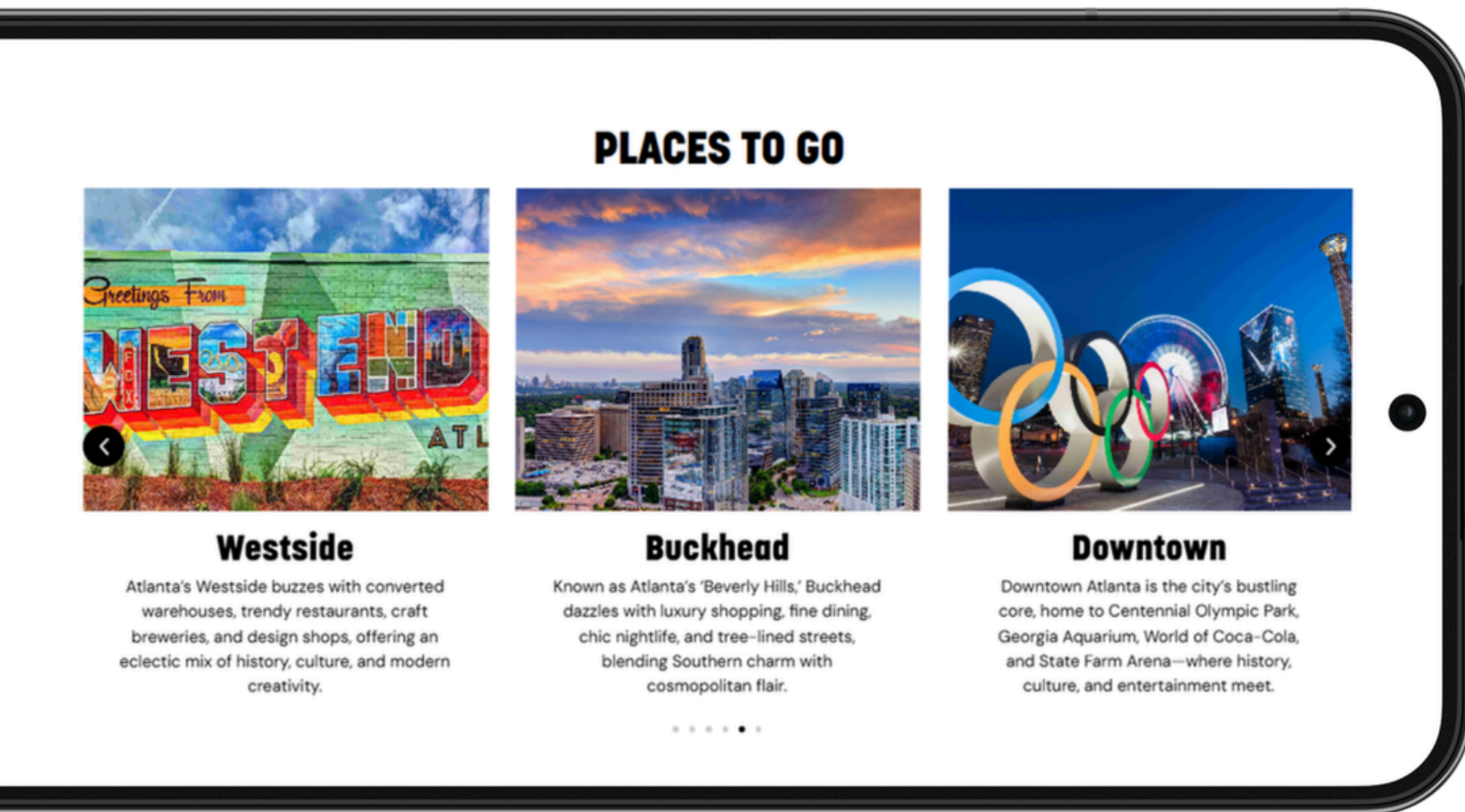


Nashville Predators (NHL)

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.



Atlanta: Destination Page Highlights.





Atlanta: Destination Page Highlights.



Shaky Knees Music Festival

Atlanta's Shaky Knees serves up a diverse lineup of top acts, blending jazz, Cajun flavors, and indie rock energy, creating a must-see celebration for music lovers every spring.



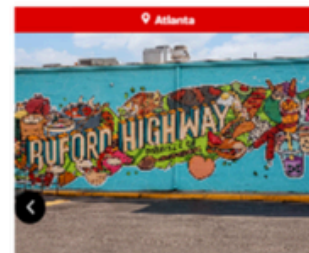
Atlanta Jazz Festival

One of the country's largest free jazz festivals, Atlanta Jazz Festival brings world-renowned artists and rising stars together each Memorial Day weekend to honor the city's rich jazz heritage.



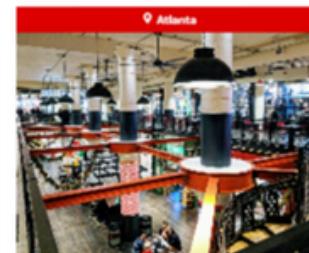
Sweetwater 420 Fest

Set in Atlanta's Centennial Olympic Park, Sweetwater 420 Fest pairs world-class jazz, R&B, and jam bands with craft brews and eco-friendly vibes for a lively springtime celebration.



Buford Highway

Stretching through metro Atlanta, Buford Highway is a culinary treasure, offering authentic global eats from dozens of cultures, an unmatched destination for adventurous food lovers.



Ponce City Market

Housed in a historic Sears building, Ponce City Market is Atlanta's go-to hub for global flavors, artisanal eats, and vibrant food hall energy, blending history with modern tastes.



Mary Mac's Tea Room

An Atlanta institution since 1945, Mary Mac's Tea Room serves classic Southern comfort dishes with warm hospitality, making it a beloved destination for authentic Southern dining.

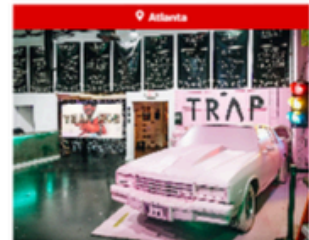


Atlanta: Destination Page Highlights.



Atlanta BeltLine

Transforming old rail lines into trails, parks, and art, the Atlanta BeltLine connects neighborhoods with vibrant green space, public art, and local food along its lively paths.



Trap Music Museum

Founded by rapper T.I., Atlanta's Trap Music Museum celebrates hip-hop culture with immersive exhibits, art installations, and tributes to the pioneers of trap music.



National Center for Civil and Human Rights

An inspiring Atlanta museum connecting the U.S. Civil Rights Movement to today's global human rights struggles through powerful exhibits and immersive storytelling.



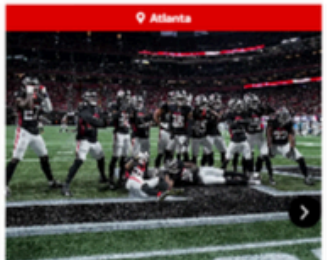
Atlanta United

Since their 2017 debut, Atlanta United has ignited MLS with record-breaking crowds, passionate fans, and championship play at Mercedes-Benz Stadium.



Atlanta Braves

With a storied legacy and multiple World Series titles, the Atlanta Braves thrill fans at Truist Park, blending America's pastime with modern energy and Southern pride.

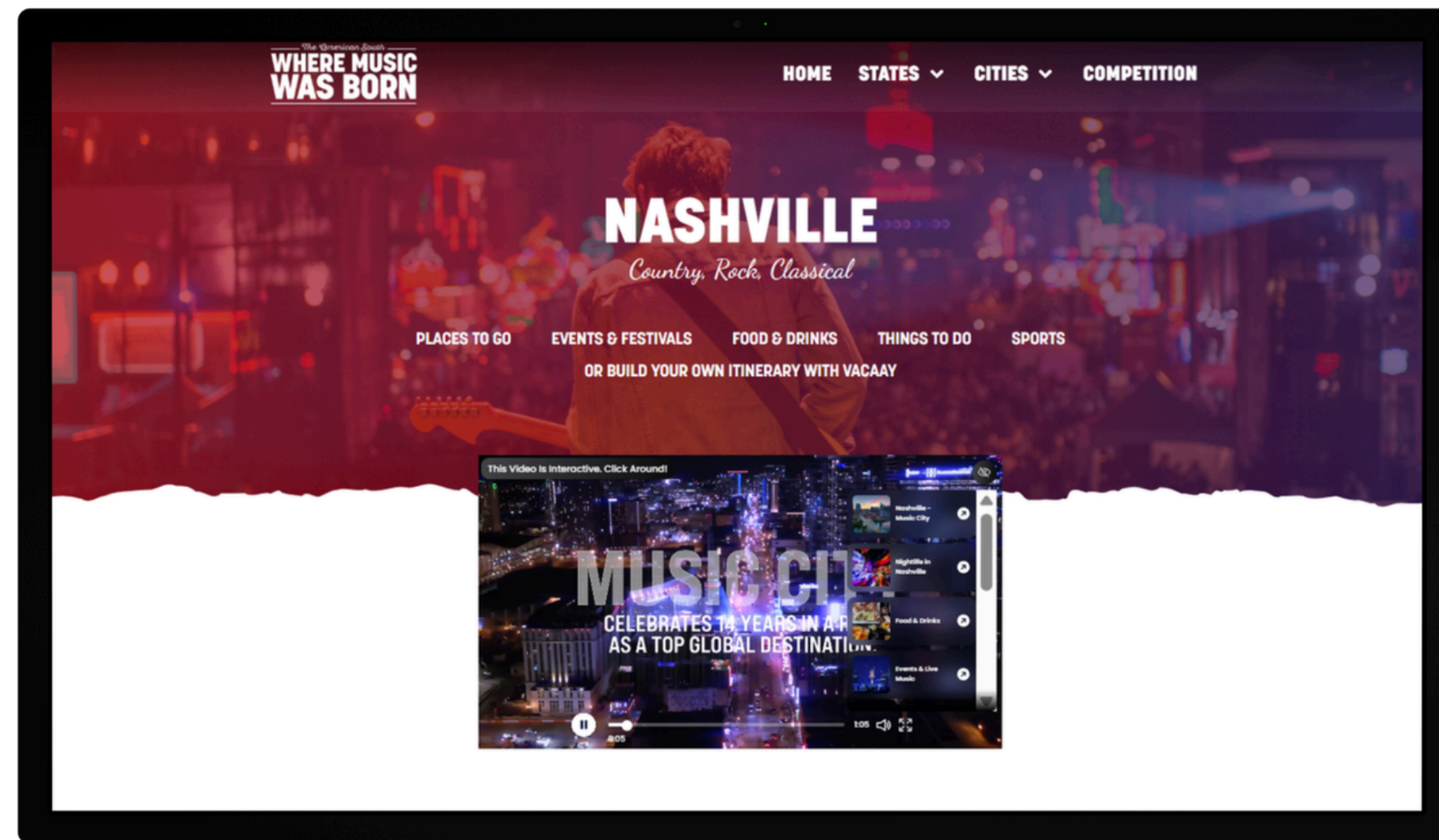
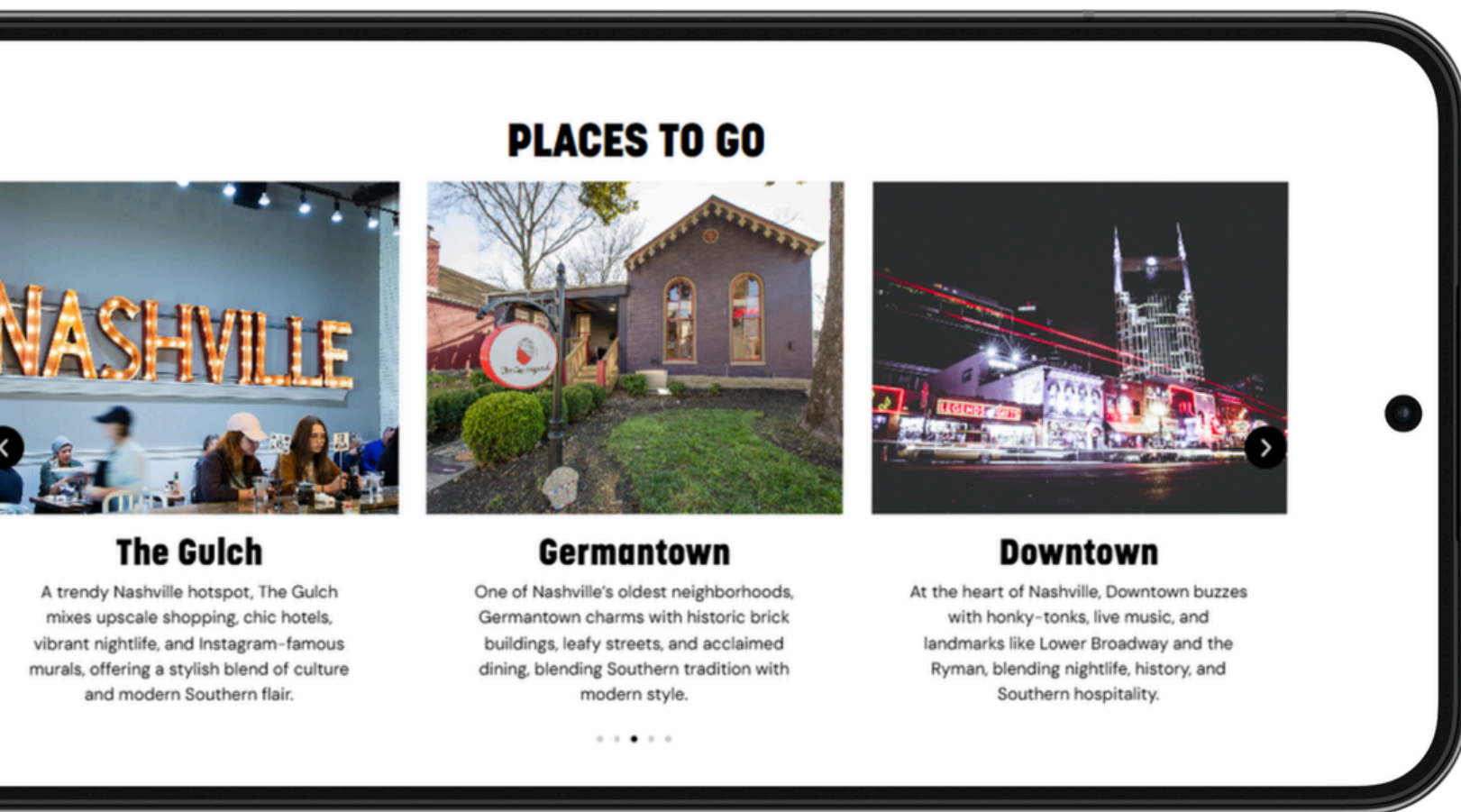


Atlanta Falcons

Taking the field at Mercedes-Benz Stadium, the Atlanta Falcons bring NFL excitement to the city with hard-hitting action, passionate fans, and a game-day experience like no other.



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.

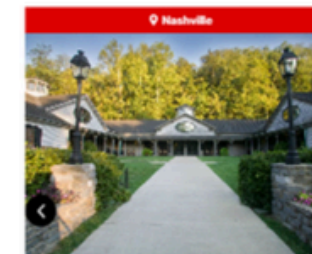


AMERICANAFEST

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.



FOOD & DRINK



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.

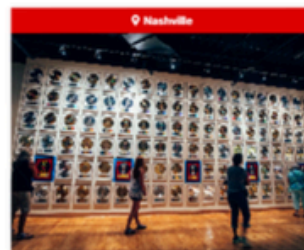


THINGS TO DO



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.



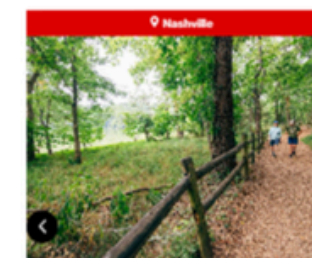
Bluebird Cafe

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.

• • • • •



SPORTS



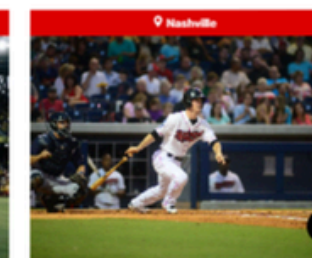
Outdoor Experiences

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.



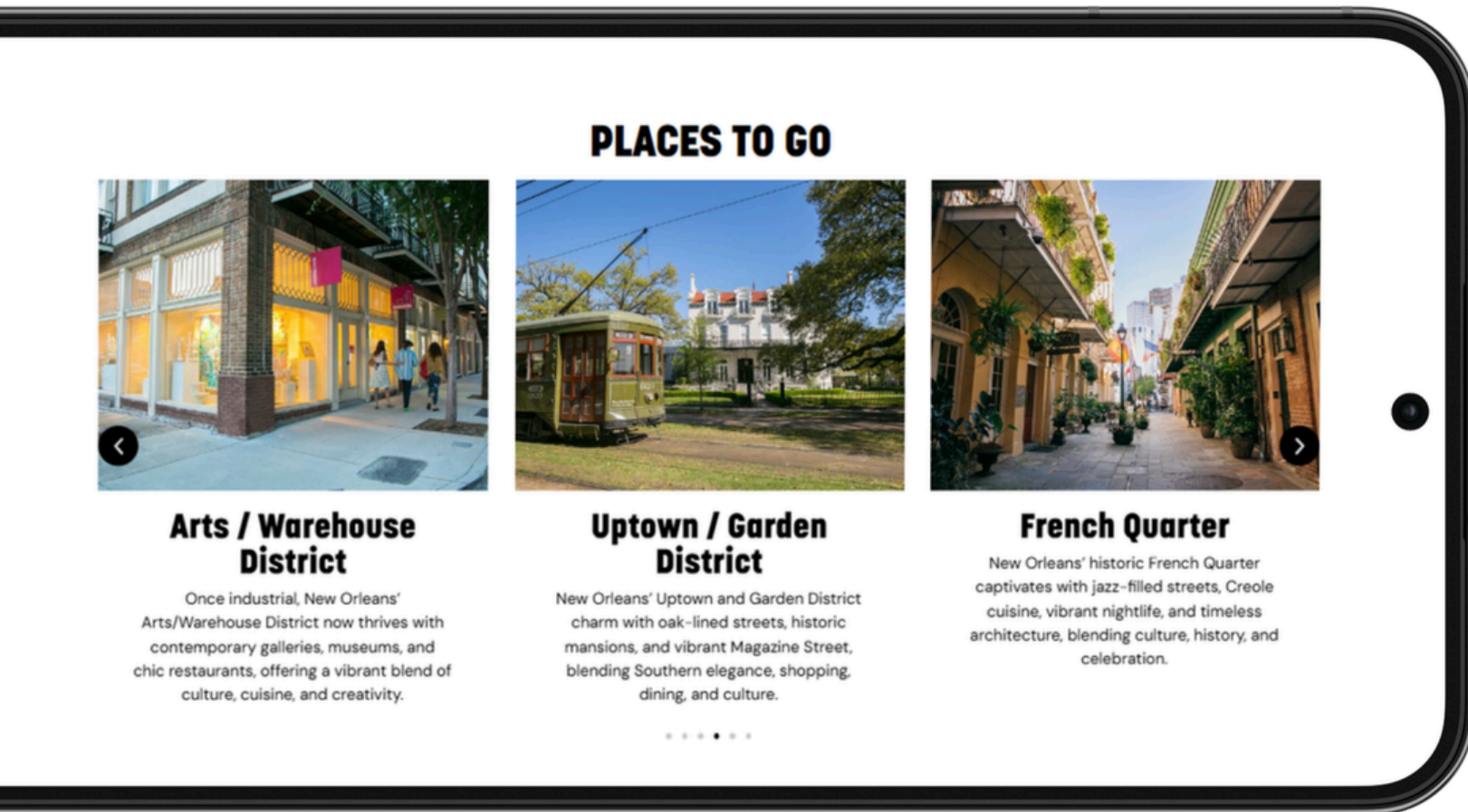
Nashville Sounds (MiLB)

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.

• • • • •



New Orleans: Destination Page Highlights.



PLACES TO GO



Arts / Warehouse District

Once industrial, New Orleans' Arts/Warehouse District now thrives with contemporary galleries, museums, and chic restaurants, offering a vibrant blend of culture, cuisine, and creativity.



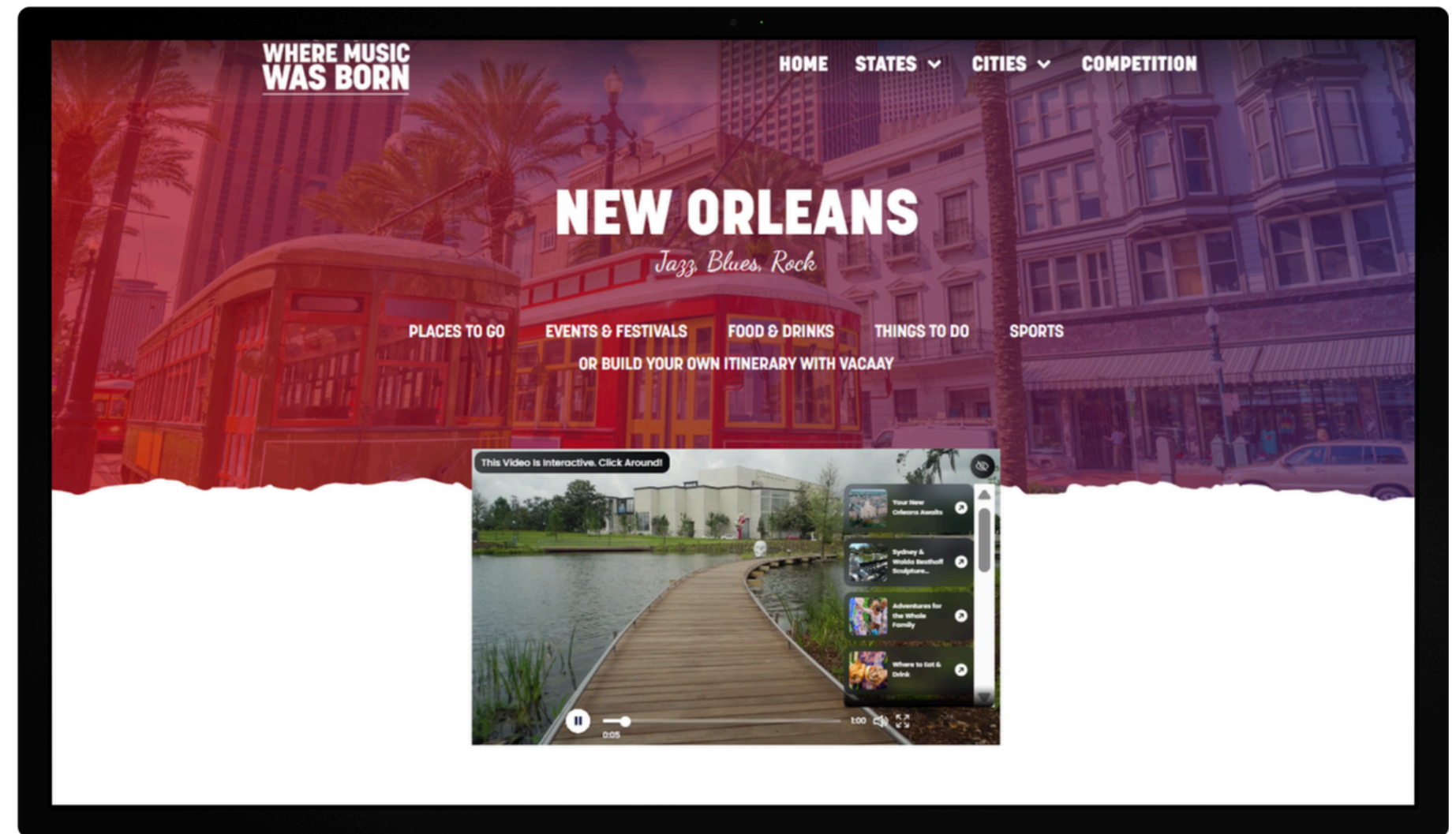
Uptown / Garden District

New Orleans' Uptown and Garden District charm with oak-lined streets, historic mansions, and vibrant Magazine Street, blending Southern elegance, shopping, dining, and culture.



French Quarter

New Orleans' historic French Quarter captivates with jazz-filled streets, Creole cuisine, vibrant nightlife, and timeless architecture, blending culture, history, and celebration.



WHERE MUSIC WAS BORN

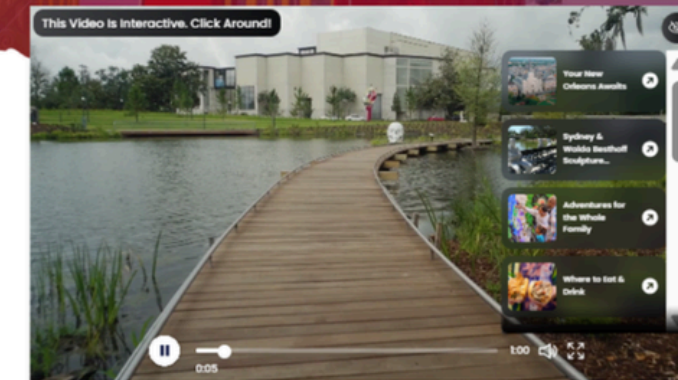
HOME STATES CITIES COMPETITION

NEW ORLEANS

Jazz. Blues. Rock.

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

OR BUILD YOUR OWN ITINERARY WITH VACAAY



This Video is Interactive. Click Around!

0:00 1:00



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

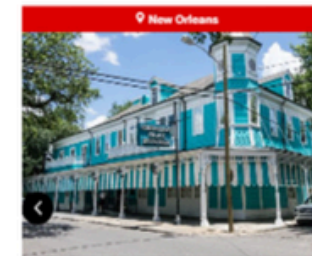
New Orleans' Mardi Gras dazzles with parades, music, costumes, and culture, as krewes fill the streets with color and celebration in one of the world's most famous festivals.



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.




New Orleans




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.

New Orleans



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



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.




New Orleans




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.

New Orleans



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.

New Orleans



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.



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.



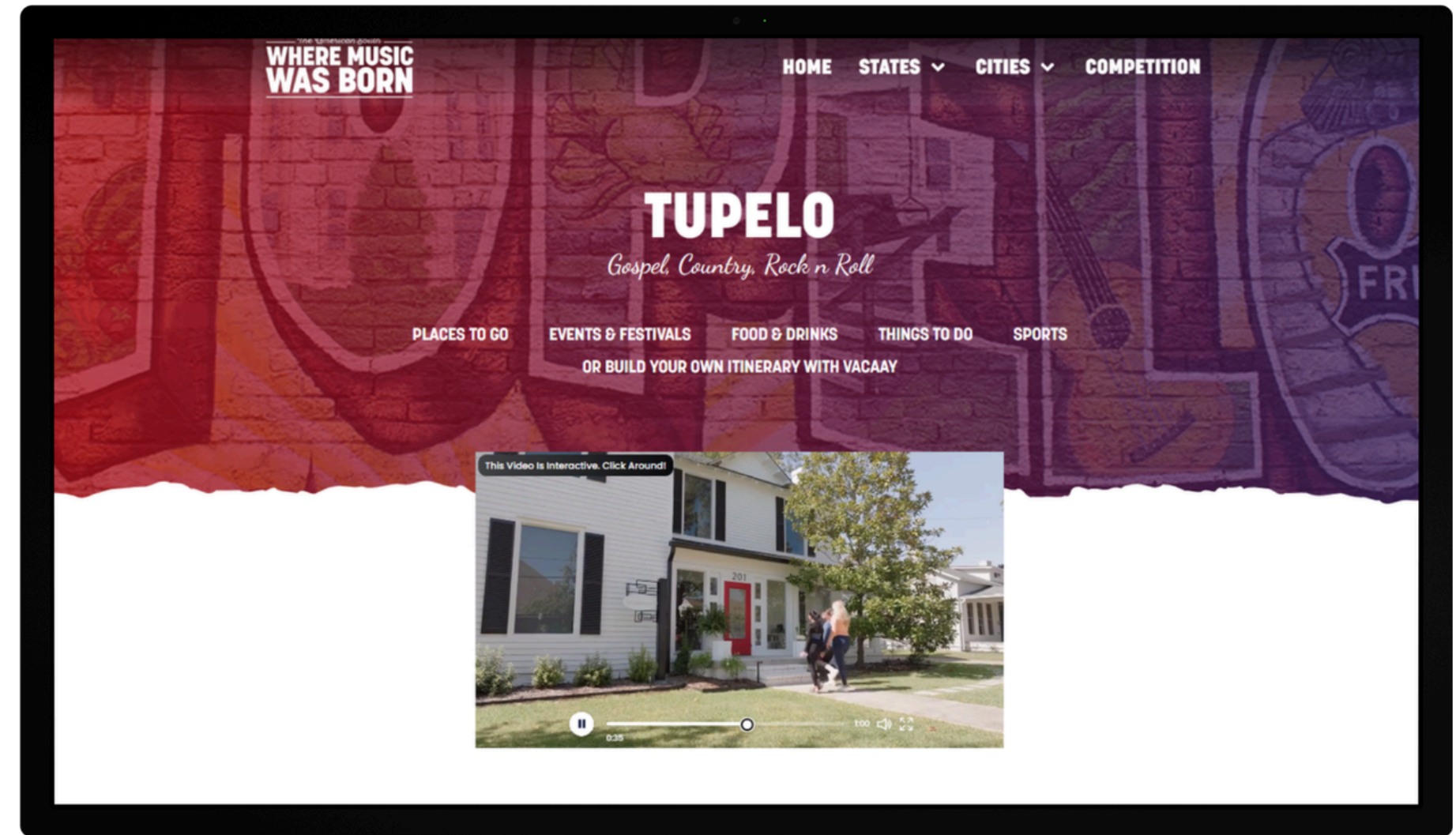
Barnes Crossing

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.



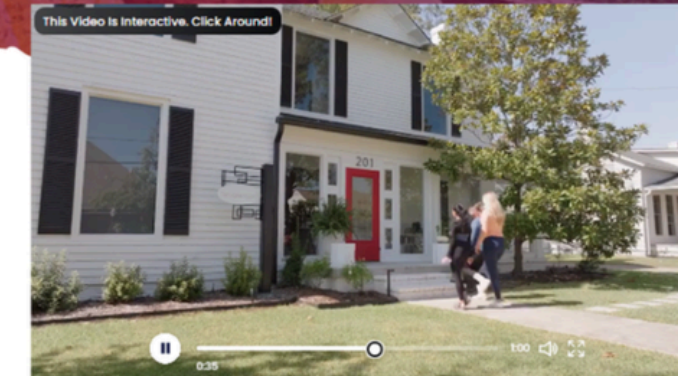
WHERE MUSIC WAS BORN

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.



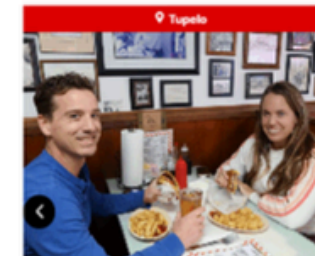
Tupelo Blue Suede Cruise

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.



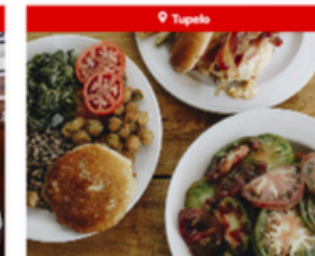
TCB at The Depot

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.

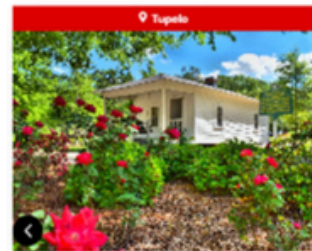


Blue Canoe

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.



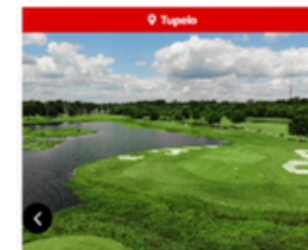
Elvis Homecoming Statue

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.



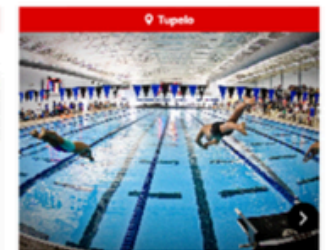
Tupelo National Golf Club

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

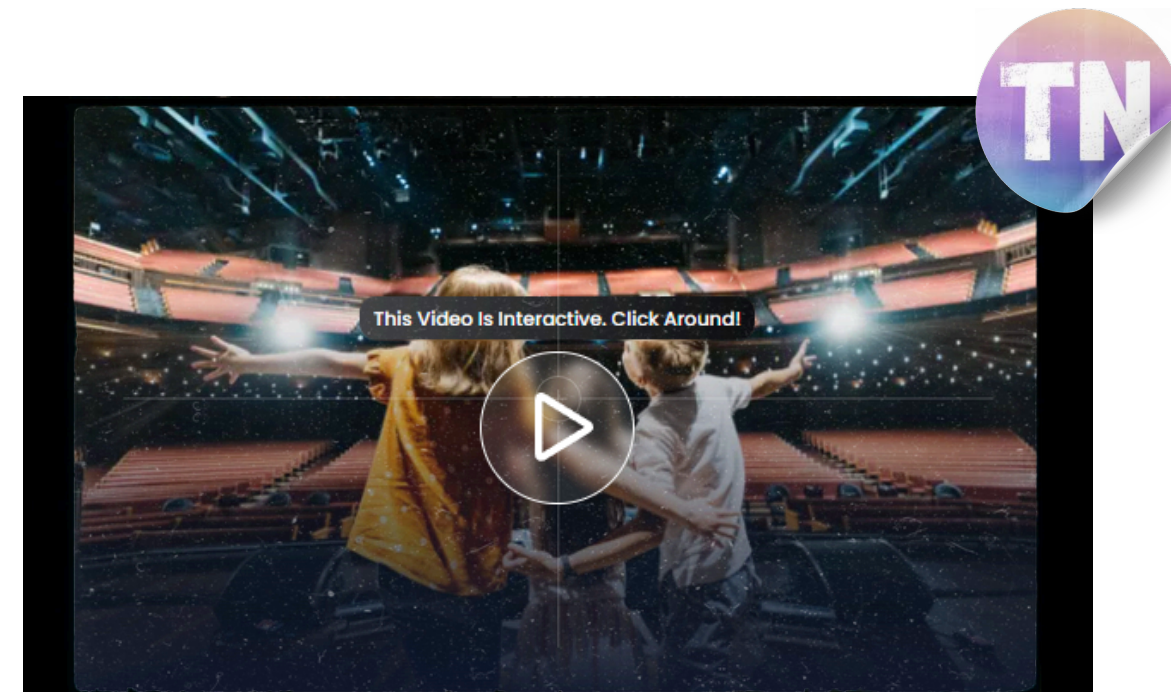
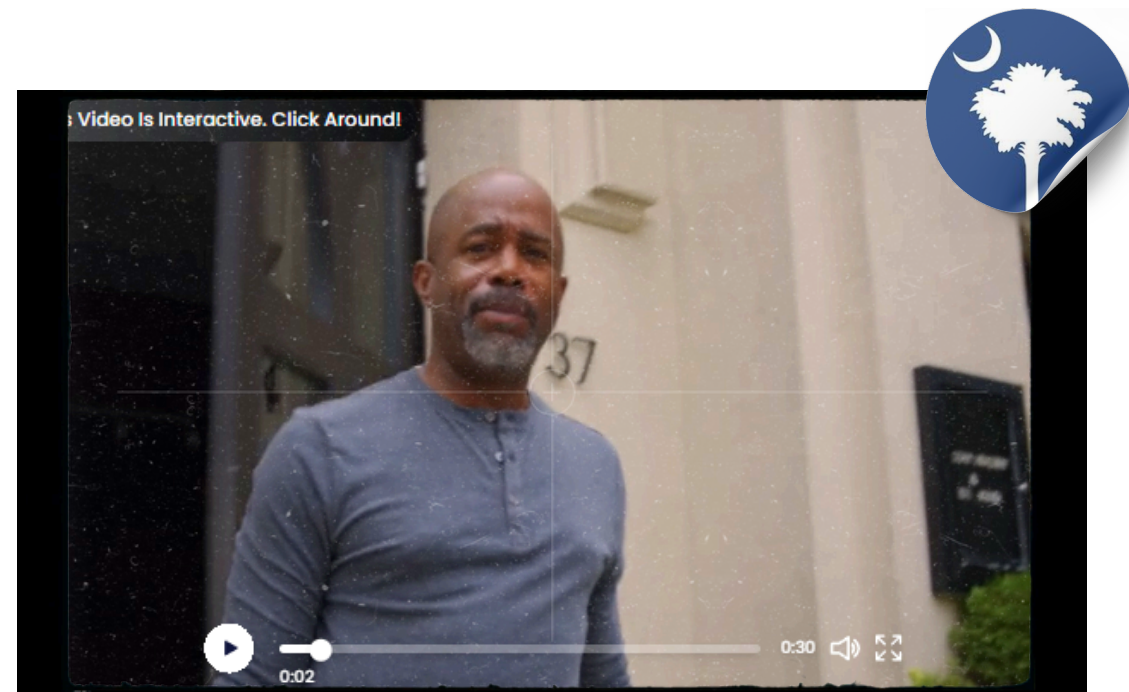
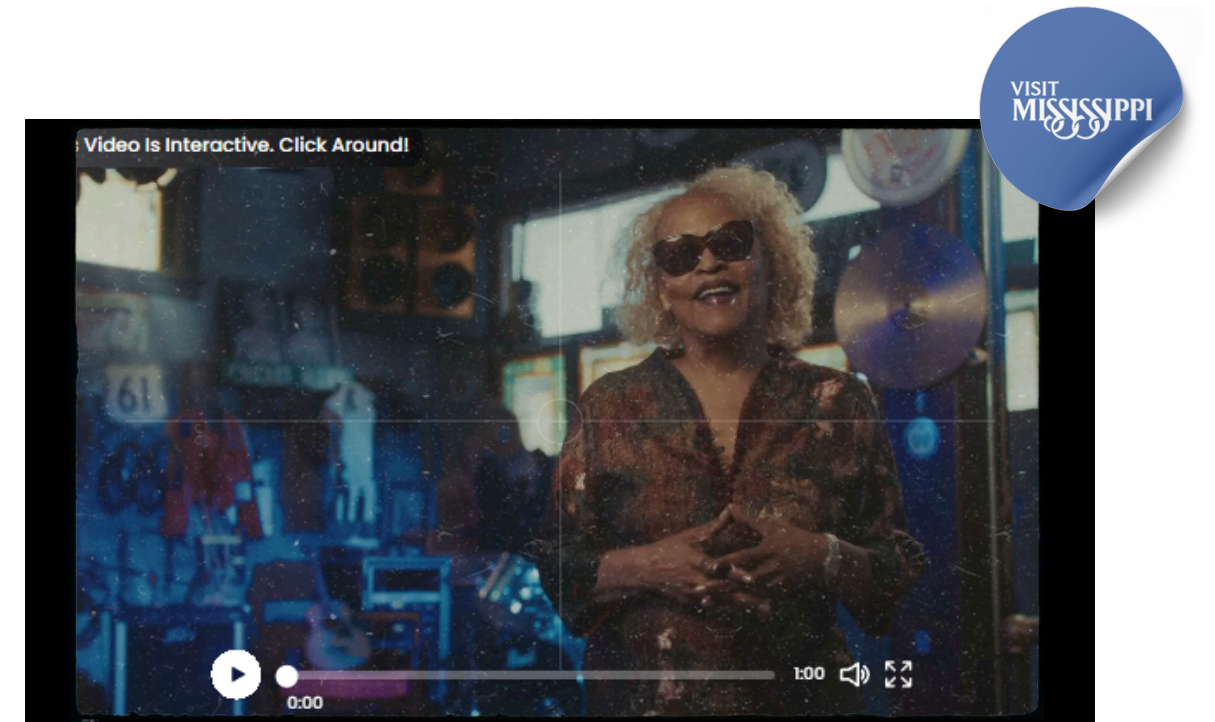
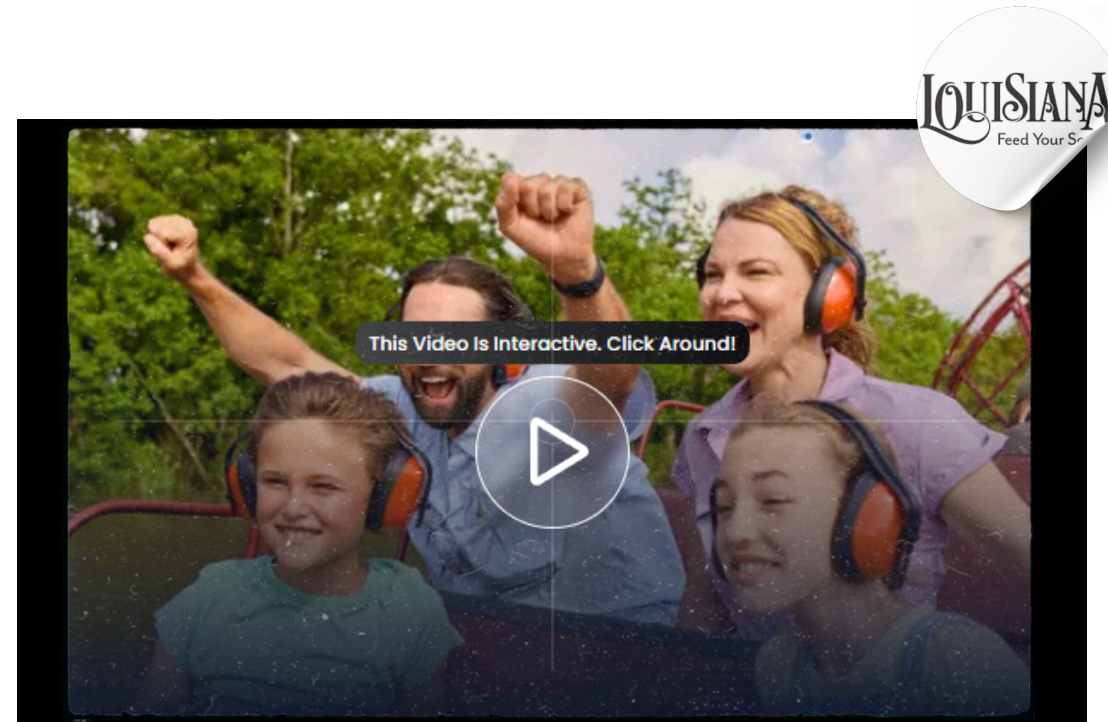
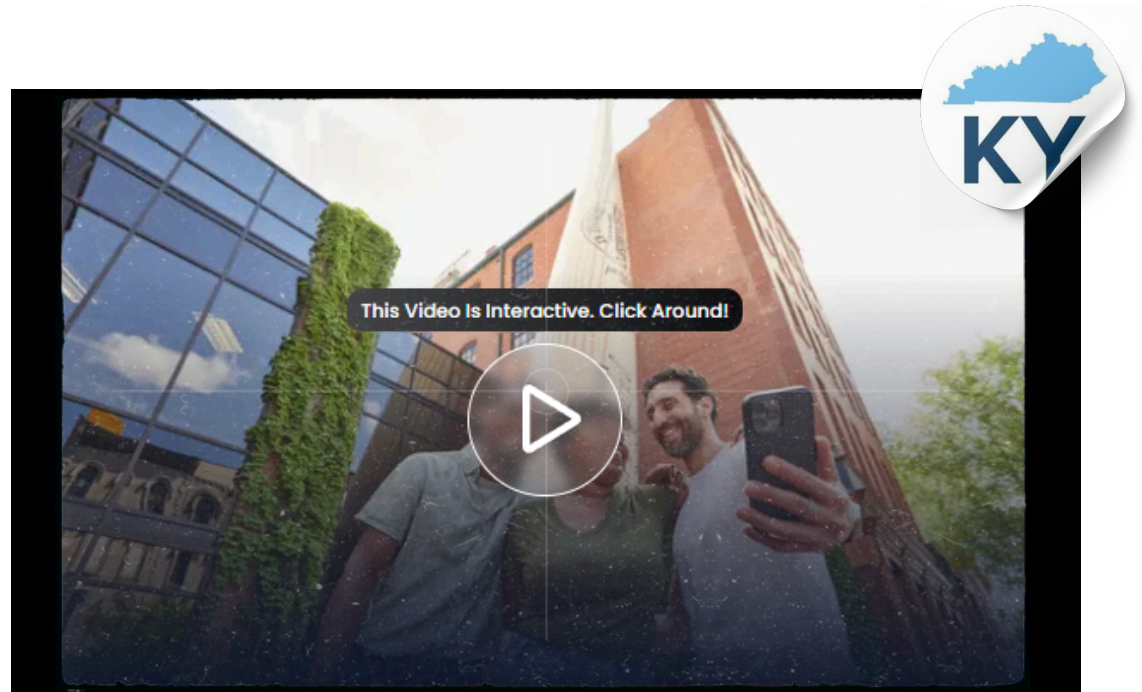
Serve up some fun at Dot Cooper Kelly Park, home to 12 lighted pickleball courts perfect for friendly matches, tournaments, and play for all skill levels.



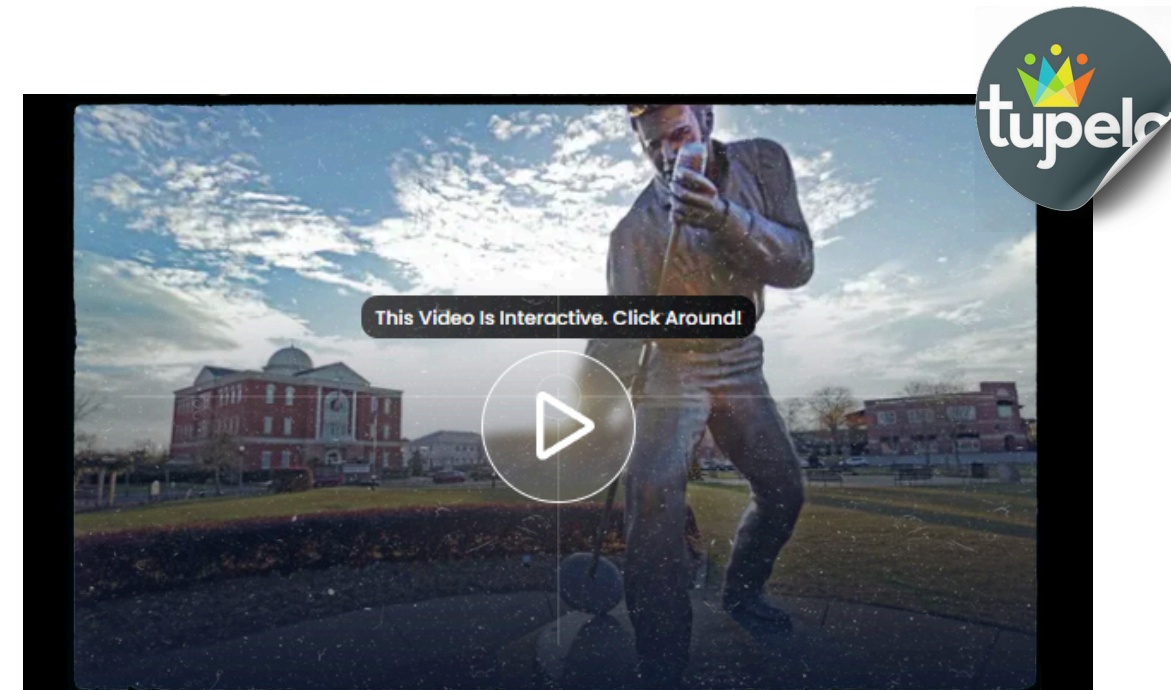
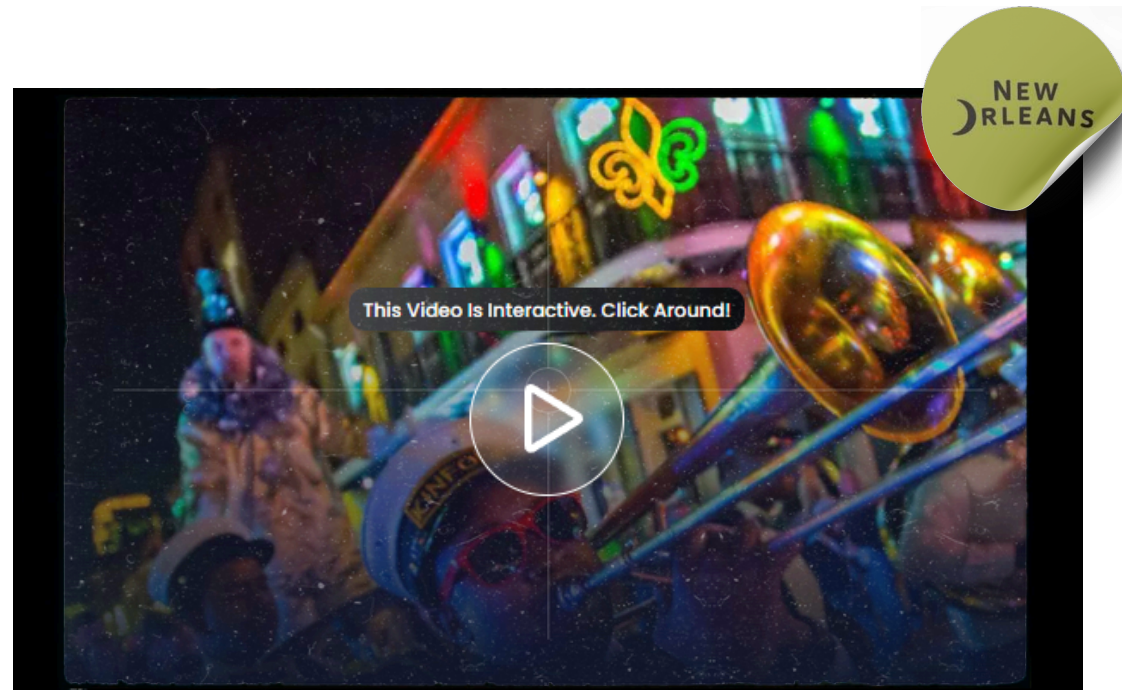
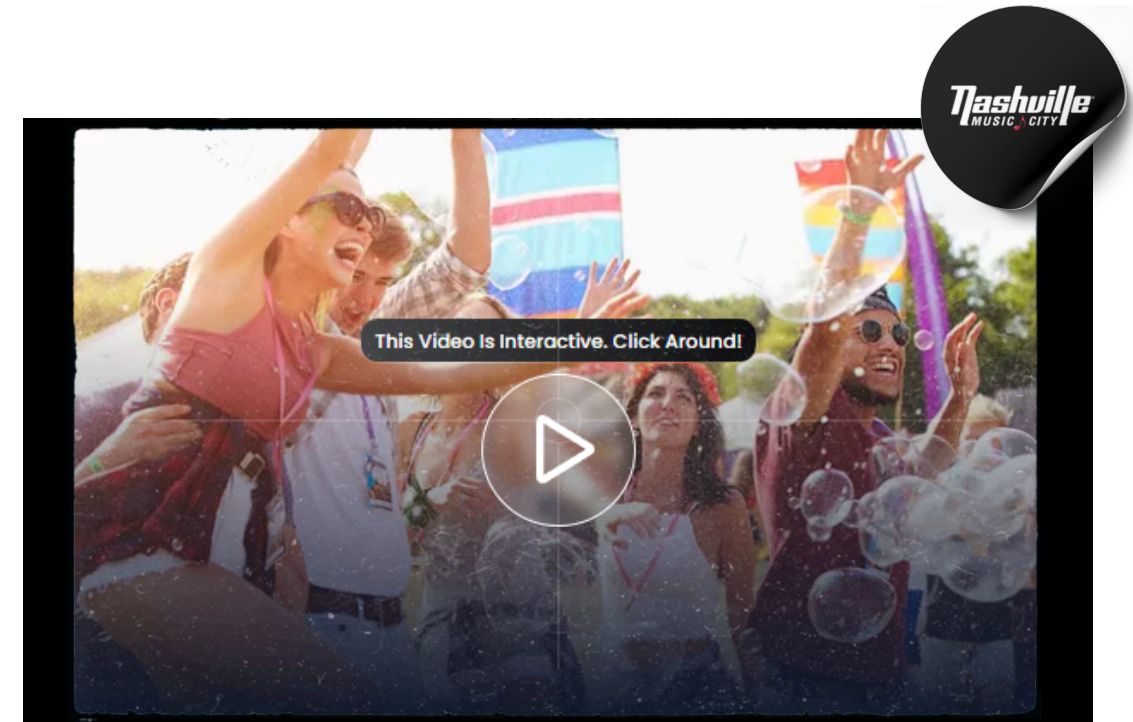
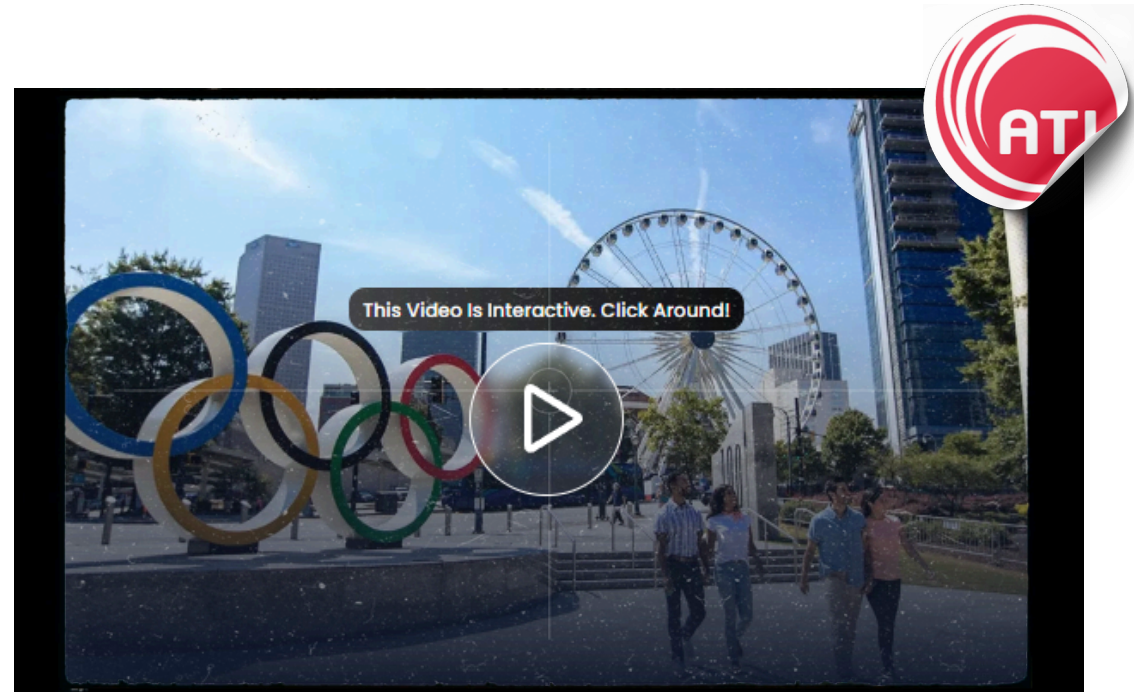
Tupelo Aquatic Center

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.

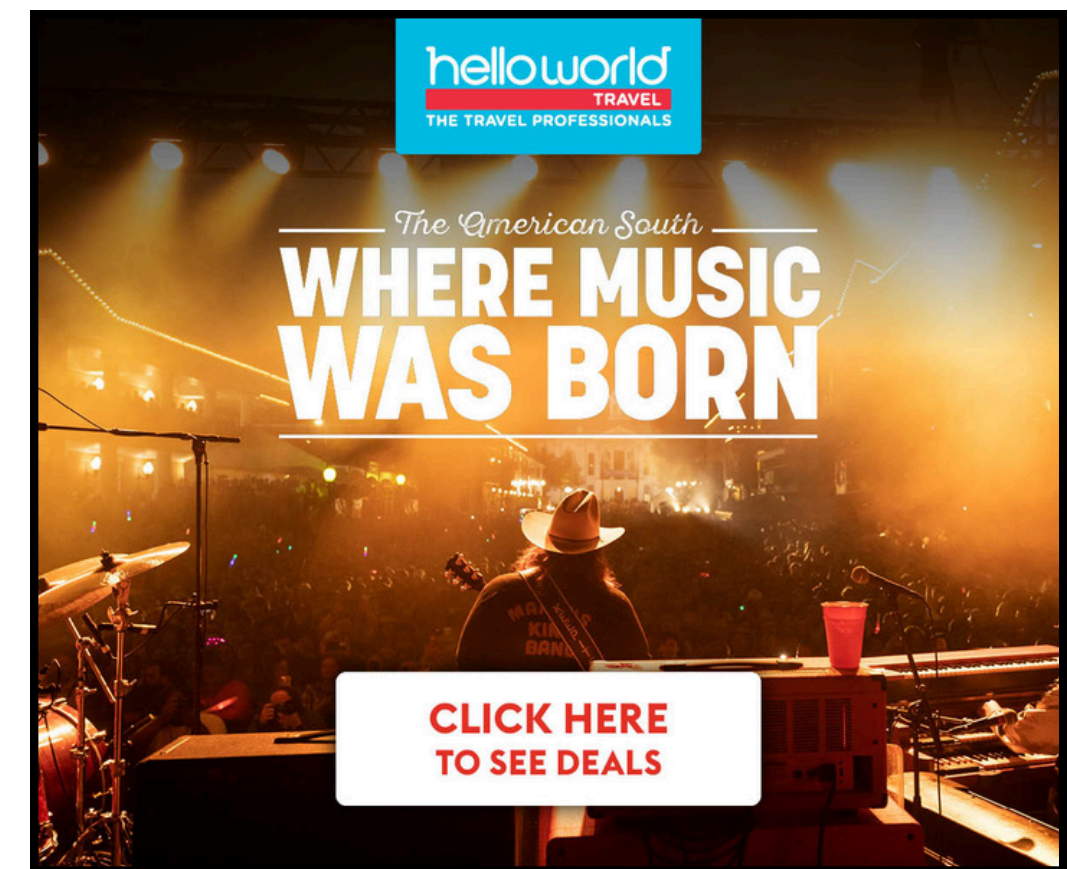
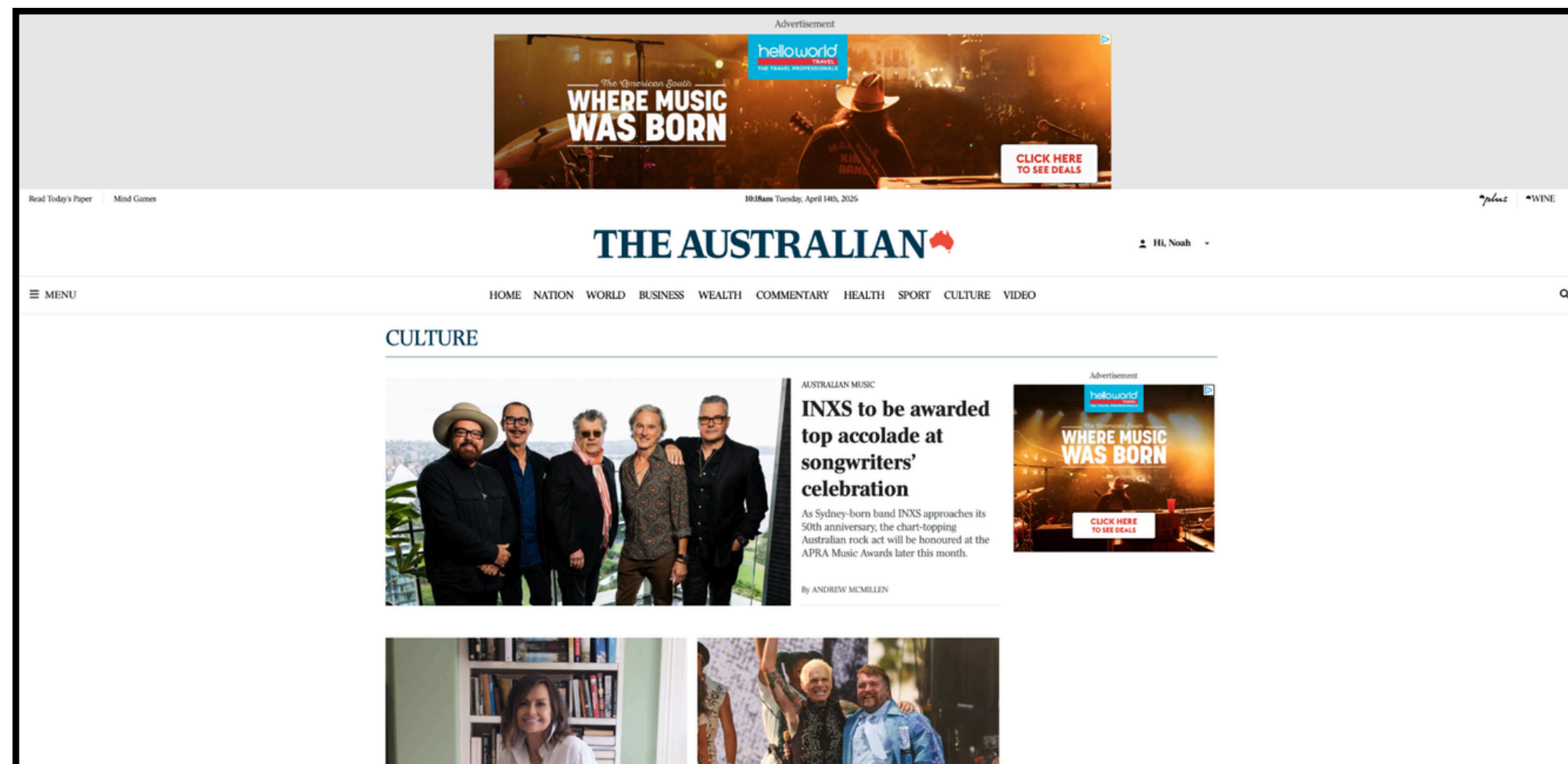




Trade Retargeting Campaign.



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

7 Nights

From **\$2,459***

per person twin share

8 Nights

From **\$3,299***

per person twin share

21 Nights

From **\$5,799***

per person twin share

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

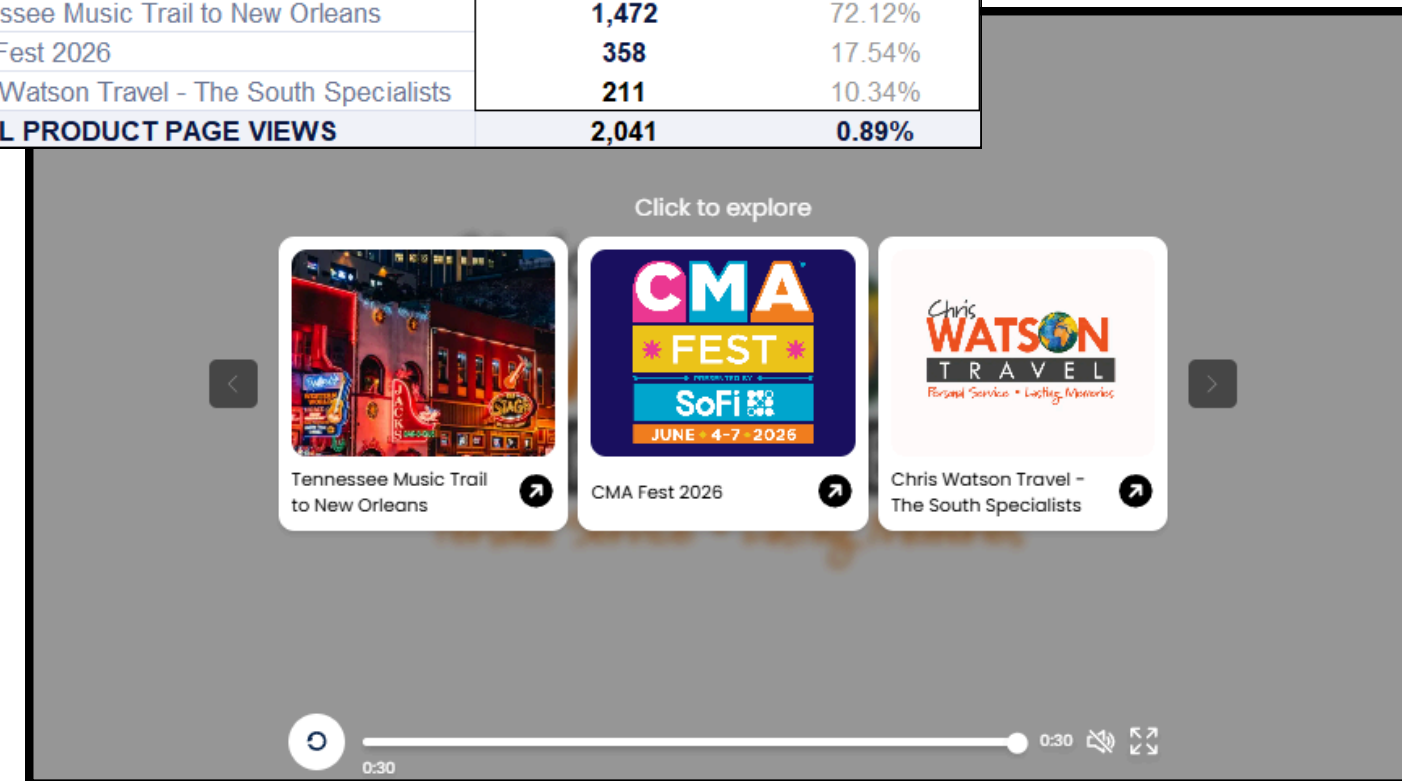
Video-led Trade Lookalike Campaign.



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 WHERE MUSIC WAS BORN

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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 hot air balloons 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*

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:

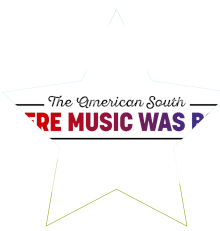
- Spend a night exploring Beale Street, Memphis known for blues music and nightlife
- Walk the cobblestone streets in Savannah's historic district
- Visit a historic 1950s meeting place for voting rights at the Butler Chapel AME Zion Church
- Visit the Medgar Evers Home Museum in Jackson, this is a historic 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

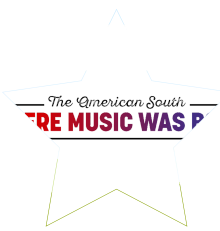
The Competition.



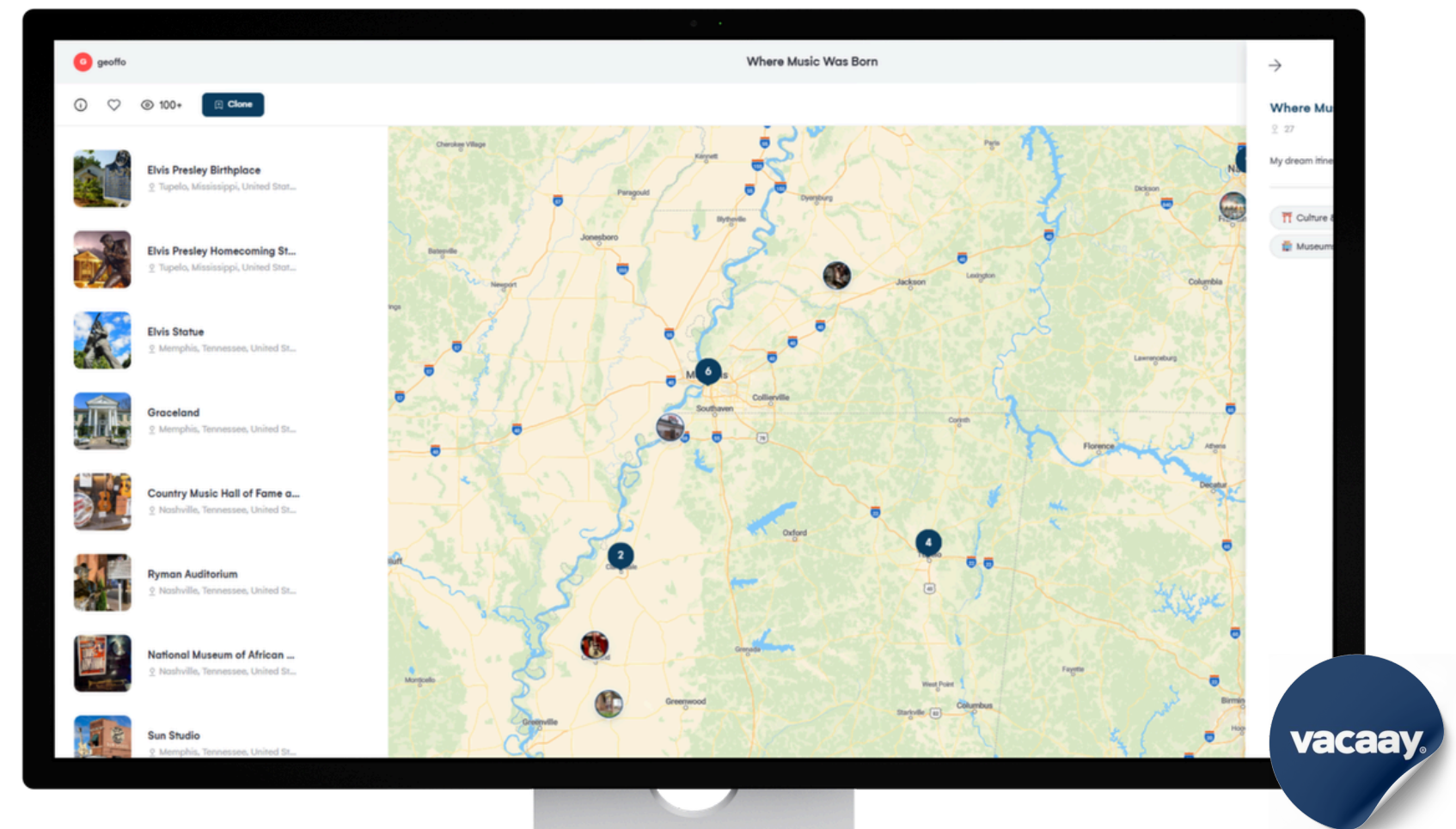
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result.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