

WIDE OYSTER

2-year digital campaign

July 2024 – February 2026

Travel**South**
USA



ABOUT WIDEOYSTER



ABOUT THE AUTHOR/PHOTOGRAPHER

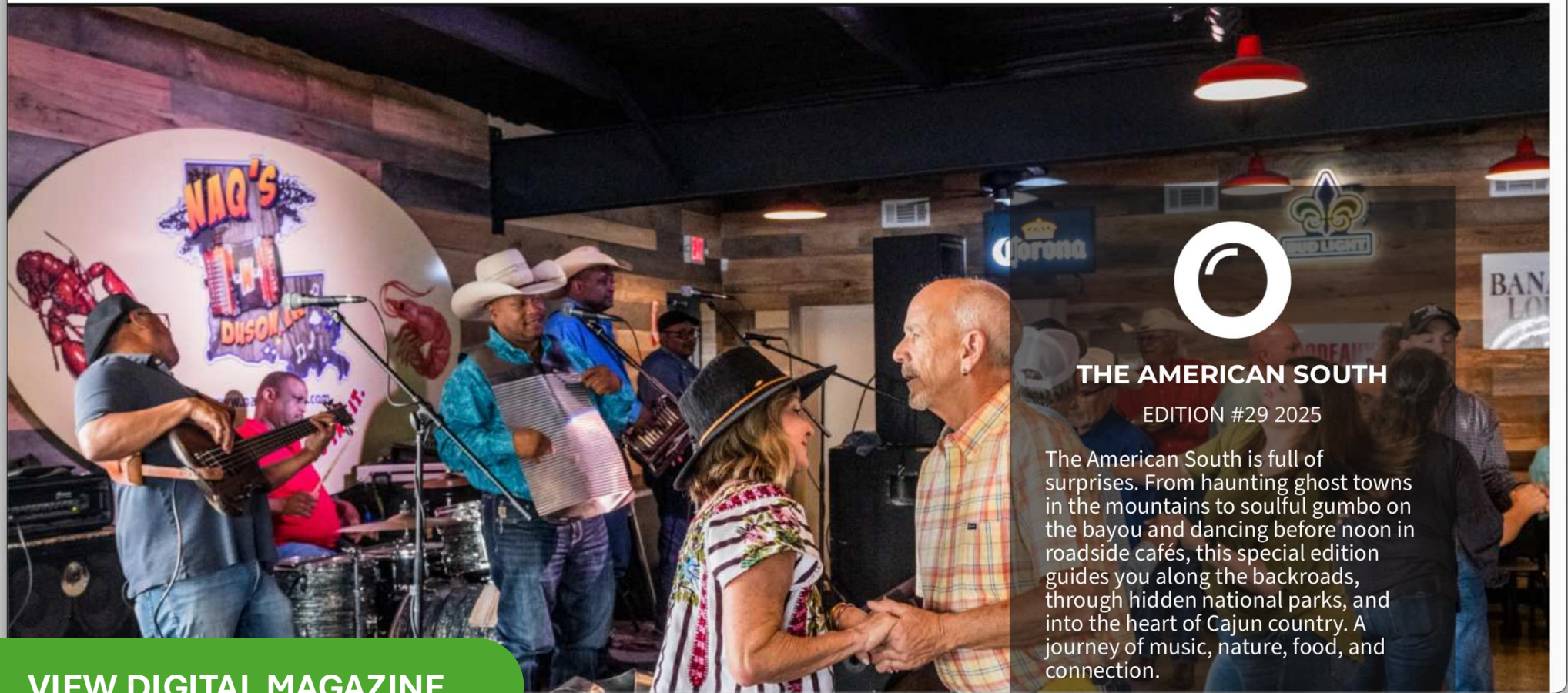
As a freelance travel writer, photographer (official Fujifilm ambassador), and WideOyster's editor-at-large Hans Avontuur contributes to National Geographic Traveler, Wintersport Magazine, Moto73, and Méditerranée. Hans has a remarkable ability to uncover original and engaging story angles and is a true virtuoso in the art of storytelling. He draws inspiration from the tales of iconic pioneers such as Somerset Maugham, Lord Byron, and Rudyard Kipling.

WideOyster is an international collective of storytellers specializing in high-quality travel journalism, photography and visual storytelling. With a strong focus on authentic experiences, that go beyond the typical routes, the platform creates inspiring, in-depth content that resonates with an engaged audience of curious and experience-driven travelers.



CAMPAIGN ELEMENTS

- **Online special magazine**
- **5 long-read articles**
- **Online paid advertisement**
- **Dedicated newsletter**



THE AMERICAN SOUTH

EDITION #29 2025

The American South is full of surprises. From haunting ghost towns in the mountains to soulful gumbo on the bayou and dancing before noon in roadside cafés, this special edition guides you along the backroads, through hidden national parks, and into the heart of Cajun country. A journey of music, nature, food, and connection.

[VIEW DIGITAL MAGAZINE](#)

LONG-READ 1/5

5 nature parks in the American South

Including:

New River Gorge NP, West Virginia

Horn Island, Mississippi

Congaree NP, South Carolina

Little River Canyon, Alabama

Mark Twin Cave Complex, Missouri

The screenshot shows a web browser window displaying the WideOyster website. The page features a large background image of a road winding through a forest. On the right side of the road, there is a wooden signpost with a canoe icon and the text '500 Ft.' and an arrow pointing right. A smaller sign below it shows a hiker icon. The article title is '5 SURPRISING NATURE PARKS UNEXPECTED, RAW SOUTHERN BEAUTY'. The text below the title reads: 'When people think of American nature, their minds often jump to the Rocky Mountains, the Grand Canyon, or iconic national parks like Yellowstone or Yosemite. But in the Southern States, there's a whole different kind of beauty to discover. Think ghost towns, Forest Joe, and a hermit painter on a deserted island.' The author credit is 'TEXT & PHOTOGRAPHY: HANS AVONTUUR'. A green button at the bottom right says 'VIEW ARTICLE'.



TravelSouth
USA

TARGET
TRAVEL
MARKETING

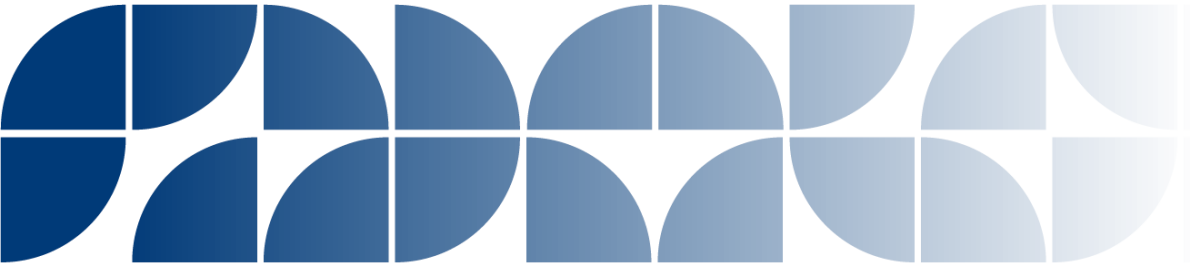
WIDEOYSTER

LONG-READ 2/5

Cajun tour Louisiana

Including:
Louisiana

The screenshot shows a web browser window with the URL 'magazine.wideoyster.com'. The page features the 'WIDEOYSTER' logo with the tagline 'THE WORLD IS YOUR OYSTER | EXPLORE & CONSERVE'. Navigation links include 'MAGAZINE', 'DESTINATIONS', 'INSPIRATION', and 'JOURNEYS'. The main image is a photograph of a bar interior with a bartender and patrons. Overlaid text reads: 'CAJUN TOUR LOUISIANA 'OH YEAH, WE LOVE TO FEED YOU!'' followed by a paragraph: 'History has given southwestern Louisiana a unique character of its own. Here, you'll find a heady melting pot of people, cuisine, and music. In search of what it really means to be 'Cajun', we travel through a world of rivers, swamps, sandbanks, and a vanishing coastline.' Below this is the credit 'TEXT & PHOTOGRAPHY: HANS AVONTUUR'. A green button at the bottom right says 'VIEW ARTICLE'.



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER

LONG-READ 3/5

Backroads & byways

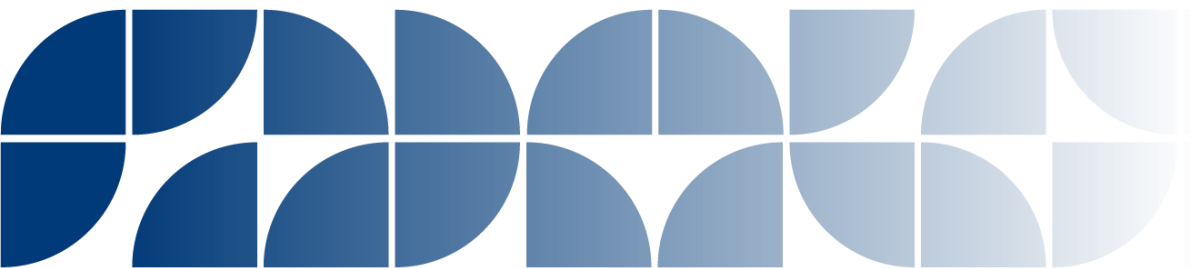
Including:

North Carolina

Tennessee

Kentucky

West Virginia



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER

LONG-READ 4/5

Along the coast of the Carolina's

Including:

North Carolina

South Carolina



The screenshot shows a web browser window displaying the WideOyster website. The URL is magazine.wideoyster.com. The page features a large background image of a beach with a wooden house on stilts. A text box on the left contains the following content:

ALONG THE COASTS OF NORTH & SOUTH CAROLINA
ISLANDS, BACKROADS AND THE REAL AMERICA BETWEEN OCEAN AND MARSH

The coast of North and South Carolina is a patchwork of islands, sandbanks, marshes and fishing towns shaped by tide and time. Charleston dazzles with wooden mansions, swaying palms and a history now told with greater honesty. Beyond the city, quiet backroads lead to seafood shacks, wild horses on the beach and small towns full of character. A road trip here feels like travelling through the soul of the South.

TEXT & PHOTOGRAPHY: HANS AVONTUUR

At the bottom right of the page, there is a green button with the text **VIEW ARTICLE**.



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER

LONG-READ 5/5

5 lesser known cities in the South

Including:

Louisville, Kentucky

Bristol, Tennessee

Birmingham, Alabama

Lewisburg, West Virginia

Springfield, Missouri



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER



RESULTS

Digital Magazine | [American South](#)

Reach: 283,443

Longread 1 | [Nature parks](#)

Reach: 36,973

Longread 2 | [Cajuntour Louisiana](#)

Reach: 33,535

Longread 3 | [Backroads and byways](#)

Reach: 31,446

Longread 4 | [Carolina's](#)

Reach: 34,728

Longread 5 | [Lesser-known cities](#)

Reach: 31,260

Total website reach: 451,385

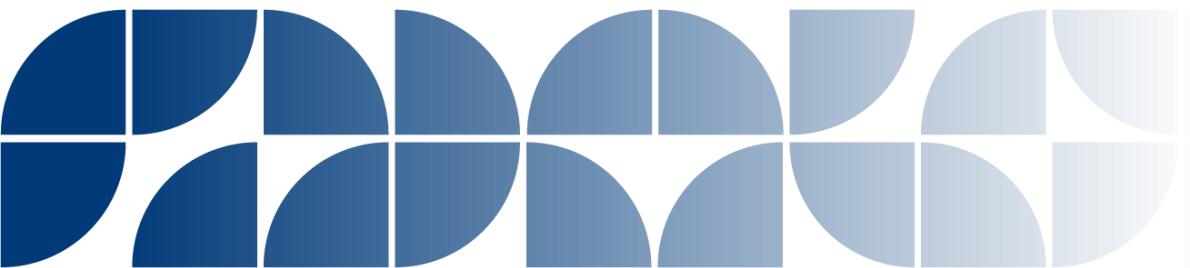
Average time on website: 8 min and 36 sec

ONLINE PAID ADVERTISING CAMPAIGN

Total reach: 345,861

Total impressions: 1,410,000

Total interactions (likes & comments): 67



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER

NEWSLETTERS

NEWSLETTER 1 | long-read 1-3
June 3rd, 2025

NEWSLETTER 2 | long-read 4 & 5
January 20th, 2026

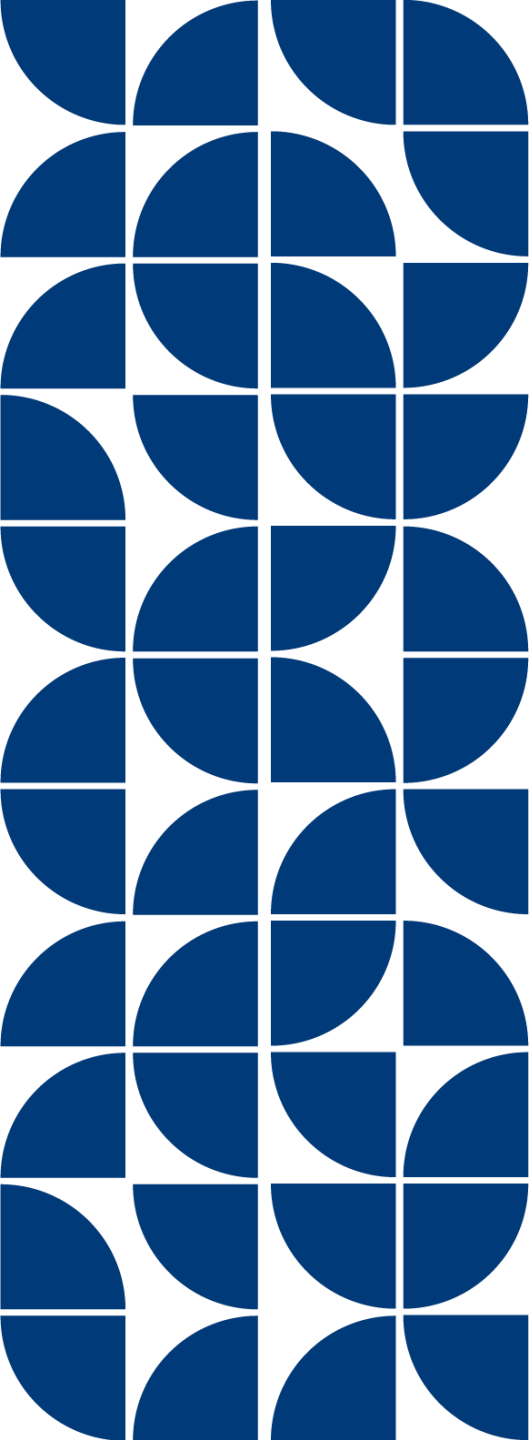
Total recipients per newsletter: 74,621
Opening rate: 28,2%



TravelSouth
USA

TARGET
TRAVEL
MARKETING

WIDEOYSTER



WIDE👁️OYSTER

Travel**South**
USA

