



ATI & Travel South USA 2025-26 Campaign Summaries

Alabama Final Campaign Report

Travel South USA and American Tours International partnered to promote Alabama through a coordinated travel trade marketing campaign. The program combined destination education, webinars, digital marketing, landing pages, newsletters, banner advertising, and editorial exposure to increase awareness among international tour operators and travel advisors.

The Alabama campaign successfully elevated awareness of the state's tourism offerings among ATI's international and domestic travel trade network through an integrated marketing program that combined destination education, digital marketing, and travel trade engagement. Featured destinations included Birmingham, Huntsville, Mobile, Montgomery, and Gulf Shores & Orange Beach, highlighting Alabama's outdoor recreation, culinary experiences, music heritage, cultural attractions, and innovation-focused experiences.

Campaign activities included a dedicated webinar, customized destination landing pages, digital banner advertising, destination newsletter features, email signature promotion, and editorial exposure through ATI's *Where Next?* in-travel magazine. The webinar generated 148 registrations and 49 live attendees, providing valuable destination education to tour operators and travel advisors across key international markets.

The campaign generated 616 room nights and \$84,643 in revenue while maintaining Alabama's visibility among travel professionals actively developing future itineraries. The program demonstrated the value of coordinated destination marketing and travel trade engagement in strengthening awareness and supporting future visitation opportunities.

Results Dashboard

City	Room Nights	Revenue
Andalusia	6	\$1,103.31
Auburn/Opelika	12	\$1,841.79
Birmingham	126	\$14,925.86
Dothan	12	\$725.76
Gulf Shores/Orange Beach	62	\$10,373.70
Huntsville	78	\$8,441.22
Mobile	105	\$15,563.13
Montgomery	194	\$29,477.98
Muscle Shoals	12	\$1,189.08
Tuscaloosa	9	\$1,001.31
Grand Total	616	\$84,643.14

Alabama Markets	
Domestic	20%
International	80%

ATI Landing Pages

**Sweet Home
Alabama**



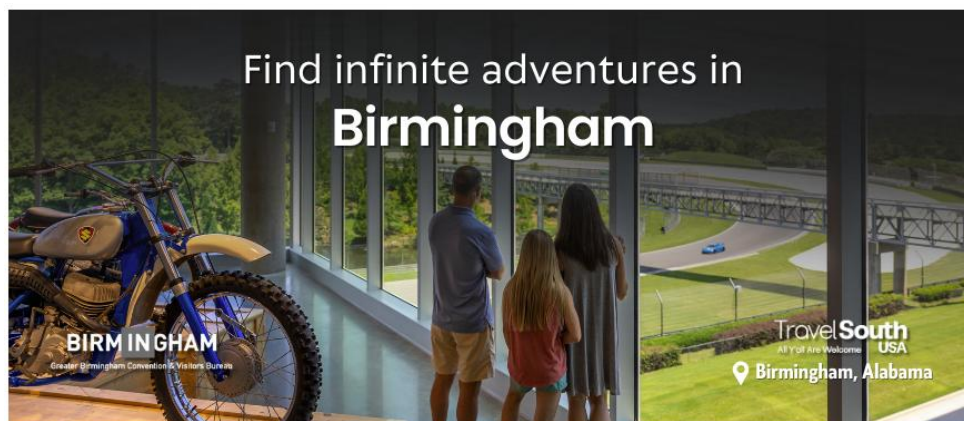
(Click logo to view)

DMO Newsletters

DMO	Date	Recipients	Clicks	Link
Birmingham	1/27/2026	3515	233	Click to View
Mobile	2/4/2026	3515	201	Click to View
Huntsville	2/6/2026	3515	170	Click to View

Banners

Pre-login and Post-login.



Email Signature Banners



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Where Next? In-Travel Magazine 2026



NASHVILLE TO NEW ORLEANS

Nashville - Arrival

Day 1: Upon arrival, pick up your rental car and start off your trip with a tour of Ryman Auditorium - the "Birthplace of Bluegrass." Nashville has many places to hear bluegrass music while you are in town. Pair your musical experiences with a tour of Nelson's Green Brier Distillery. Learn about the distillery's German founder and taste some of the hand-crafted Tennessee whiskey.

Nashville

Day 2: A full day to discover the variety of attractions Nashville has to offer, such as the Country Music Hall of Fame, Grand Ole Opry, Opryland U.S.A. and world-famous Printer's Alley.

Nashville - Florence/Muscle Shoals

Day 3: Nashville and even Memphis is known for their contribution to America's music. But today you are headed a few miles south and directly between those two cities to discover a magical place formed by four small adjacent Alabama cities. Florence, Muscle Shoals, Tusculumbia, and Sheffield make up the area known as the "Hit Recording Capital of the World" and is the place that the Rolling Stones, Aretha Franklin and others came to record their hit records. It's also where the Father of the Blues, W.C. Handy was born and where Native American's said the river sang. Tour the famous Muscle Shoals Sound Studio, see W.C. Handy's log cabin birthplace, visit the Alabama Music Hall of Fame, see Helen Keller's home, visit an Indian mound, and tour the only

Frank Lloyd Wright home open to the public in the Southeastern USA. Those attractions and more are included in this area's All-in-One attraction ticket package (optional).

Florence/Muscle Shoals - Huntsville

Day 4: Travel just a few miles east to Huntsville. The city is nicknamed "The Rocket City" for its role in U.S. space missions. Huntsville's close proximity to Muscle Shoals has allowed it to become the live music center for the area that includes local music halls, and a roman style Amphitheater called The Orion. This vibrant southern city is full of rocket scientist and brewpubs. Four of the 10 attractions on the Huntsville and North Alabama All-in-One Ticket package (optional) are located in the city of Huntsville. The U.S. Space & Rocket Center (world's largest space museum), Huntsville Botanical Garden, Burritt On The Mountain and Early Works Children's Museum. If you only visit those 4 attractions, the ticket is a great value, but you can also choose from any or all the other attractions in North Alabama including a Tiger Preserve, two State Parks with caves, the museum to Olympic winner Jesse Owens and more.

Huntsville

Day 5: Today explore Huntsville and the surrounding area using your Huntsville and North Alabama All-in-One Ticket (optional) and visit the many restaurants and nightlife in the area.

Huntsville - Birmingham

Day 6: Today we head to Birmingham, known as the "Dinner Table of the South." From America's best barbecue to southern-influenced global dishes from James Beard Award-winning chefs, Birmingham's dining scene is one to relish. The city has four entertainment districts in the downtown area, Uptown, Five Points South, Avondale and Pepper Place with restaurants, bars, and music halls. Also, downtown is a network of parks, including the 10-city block CityWalk. As Alabama's largest city there is plenty to see and do.

Birmingham

Day 7: Full day to enjoy all that Birmingham has to offer when you include this area's All-in-One attraction ticket (optional). More than ten attractions included including the world's largest motorcycle collection, an airplane museum, a railroad museum, the Birmingham Zoo, Alabama's largest state park, and five downtown Birmingham attractions including U.S. Civil Rights sites, a science center, and the largest cast iron statue in the world, Vulcan.

Birmingham - Montgomery

Day 8: Travel south to Montgomery, a historic city on the banks of the Alabama river has a very walkable downtown. Voted as the best historical city in the United States because of the events that happen related to the American Civil War and Civil Rights movement. Dr. Martin Luther King, Jr., lived and preached in Montgomery. Hank Williams

played guitar on the streets, Rosa Parks walked, and Jefferson Davis was sworn in as president of the Confederate States of America.

Montgomery

Day 9: Explore the Montgomery region with the All-in-One attraction ticket package (optional) for this area that includes more than 10 museums and attractions for one price. Four of the attractions are within walking distance of any downtown Montgomery hotel, Civil Rights Memorial Center, Freedom Rides Museum, Hank Williams Museum, and the Rosa Parks Museum. Free to the public attractions include the Alabama State Capitol, the Alabama Museum and Alabama Artists Gallery. Three more Montgomery attractions in your ticket package are a short car ride, the W. A. Gayle Planetarium, Montgomery Zoo, Scott and Zelda Fitzgerald Museum. As an extra bonus, this ticket includes admission to several Civil Rights sites in Selma and a Vineyard outside of Tuskegee.

Montgomery

- Orange Beach/Gulf Shores

Day 10: Travel to Gulf Shores/Orange Beach for a vacation along America's best coastline. With white sand beaches and warm Gulf of Mexico waters there is no better place to relax than Alabama's twin resort cities. Gulf State Park, located between the two cities, offers 6,100 acres with 28 miles of paved trails, over 2 miles of sugar sand beaches, seven unique ecosystems and accommodations to suit a variety of travel styles. Beach bars, live music and great seafood can be found in the two resort cities, that combined offer 32 miles/51 km of enjoyable beaches.

Orange Beach/Gulf Shores

Day 11: Whether you're in the mood for fun and adventure or lazy days on the

beach, you can do it all in Gulf Shores and Orange Beach. Stroll along the sugar-white sand or spot frolicking dolphins on a cruise. If you're craving an adventure location experience, cast your line into one of the country's largest artificial fishing reefs during a deep-sea fishing trip. Buy the All-in-One attraction ticket package (optional) for this area and visit the Alabama Gulf Coast Zoo, ride the Ferris Wheel at The Wharf and discover history when you explore the 200-year-old Fort Morgan.

Orange Beach/Gulf Shores - Mobile

Day 12: It's just a short drive to the historic port city of Mobile. Known as the birthplace of Mardi Gras in America, Mobile was founded in 1702 as the original capital of the Louisiana Territory. Mobile is a melting pot of people, flavors, cultures and traditions. Stroll Bienville Square, named after the city's founder, where you will find a wonderful city park square surrounded by trees with a light breeze. It is said Bienville's housekeeper first mixed an Africa fruit in a fish stew and the dish that was later called Gumbo was born. Another dish born in Mobile you should try is West Indies Salad made with crab meat and onions soaking in oil and vinegar. The last slave ship to arrive to America arrived in Mobile and later those aboard founded the Mobile community of African descent. Attractions within walking distances of downtown Mobile hotels are GulfQuest Maritime Museum, History Museum of Mobile & Fort Conde and the Conde Charlotte Museum. This area's All-in-One attraction ticket package (optional) includes these attractions and more for one price.

Mobile

Day 13: Enjoy a full day exploring. A short drive from downtown Mobile

are the Bragg-Mitchell Mansion and Oakleigh House, two antebellum homes; Bellingrath Gardens, one of the south's best; the World War II USS Alabama Battleship, and Historic Biokely State Park, location of one of the last battles of the American Civil War. These attractions are all included in your All-in-One Ticket package (optional). Minutes south of Mobile is Bayou La Batre, the shrimp village mentioned in the book and movie, Forrest Gump, and scenic Dauphin Island where the Alabama Aquarium at Dauphin Island Sea Lab is located, also part of the ticket package.

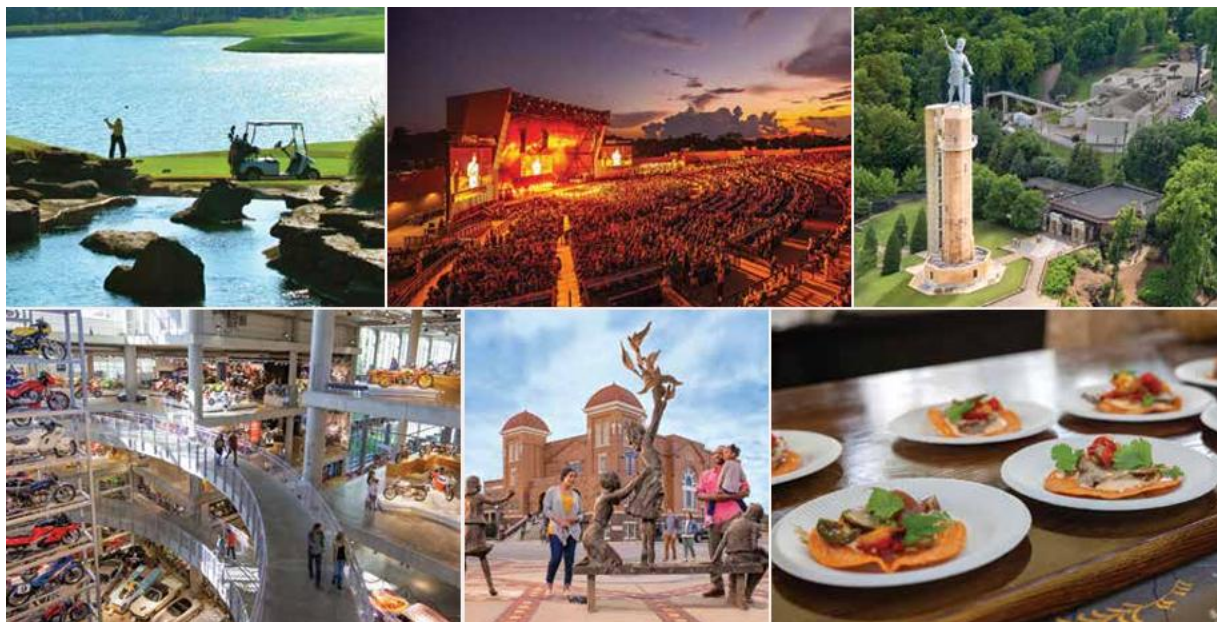
Mobile - New Orleans

Day 14: On to New Orleans, the city on the bayou and one of the most fascinating cities in the world, famous for riverboats, jazz, Creole cuisine and a seemingly endless parade of festivals. Discover the unique atmosphere of this city tonight, when spicy Cajun cuisine thrills the senses, and the sounds of blues and jazz bring the French Quarter to life.

New Orleans - Departure

Day 15: Return your car at the airport before your departure flight.





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Experience the place that put mankind on the moon. Missions to the moon and beyond have their roots in Huntsville, Alabama—the Rocket City. Home to the world's largest space museum, Huntsville blends its unique place in history with the future-forward spirit of a city that tops charts for best places to live, work and play.

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