



ATI & Travel South USA 2025-26 Campaign Summaries

Missouri Final Campaign Report

Travel South USA and American Tours International partnered to promote Missouri 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 Missouri campaign highlighted the state's Route 66 heritage, entertainment offerings, outdoor recreation assets, and urban destinations through ATI's international travel trade network. Featured destinations included Kansas City and Springfield, with campaign messaging emphasizing road trip experiences, live entertainment, cultural attractions, and family-friendly travel opportunities.

Campaign activities included a dedicated webinar, destination newsletters, customized landing pages, banner advertising, email signature marketing, and editorial placements. The webinar generated 96 registrations and 41 live attendees, creating valuable opportunities to educate travel advisors and tour operators on Missouri's tourism offerings.

The campaign successfully strengthened destination visibility among international travel trade audiences and expanded awareness of Missouri's tourism product. Through sustained engagement and destination education, the program supported future itinerary development and reinforced Missouri's appeal within multi-state travel programs.

Results Dashboard

City	Room Nights	Revenue
Branson	63	\$4,065.69
Columbia	17	\$2,322.29
Fort Leonard Wood	21	\$1,428.21
Hannibal	8	\$1,214.06
Joplin	11	\$992.57
Kansas City	102	\$22,398.43
Saint Louis	394	\$56,807.80
Springfield	422	\$45,358.41
Grand Total	1038	\$134,587.46

Missouri Markets	
Domestic	15%
International	85%

ATI Landing Pages



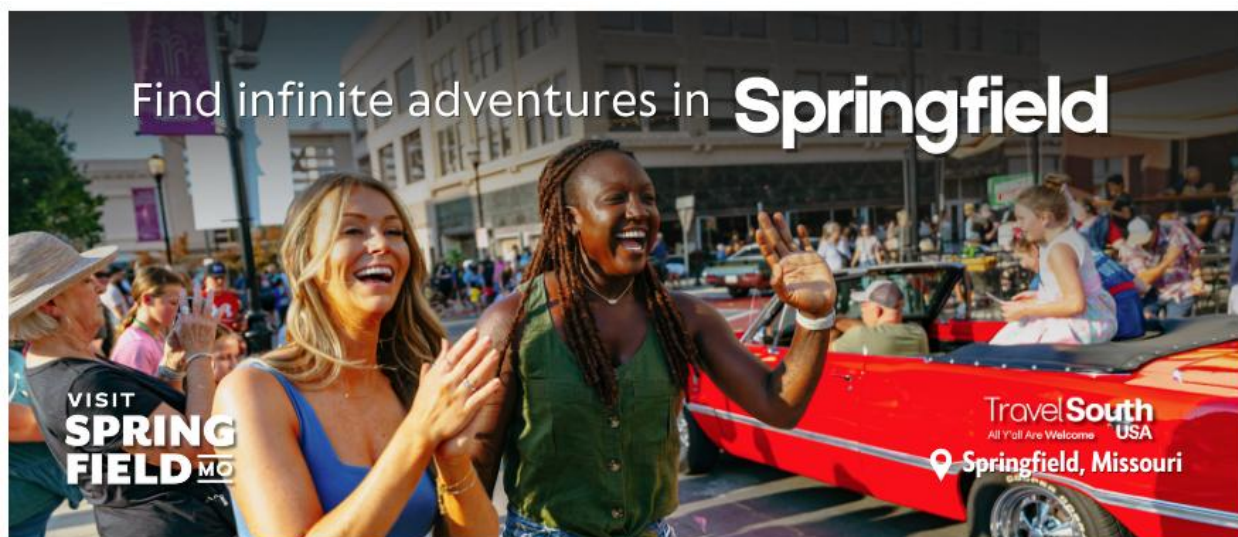
(Click logo to view)

DMO Newsletters

DMO	Date	Recipients	Clicks	Link
Kansas City	3/18/2026	3515	180	Click to View
Springfield	2/27/2026	3515	621	Click to View

Banners

Pre-login and Post-login.



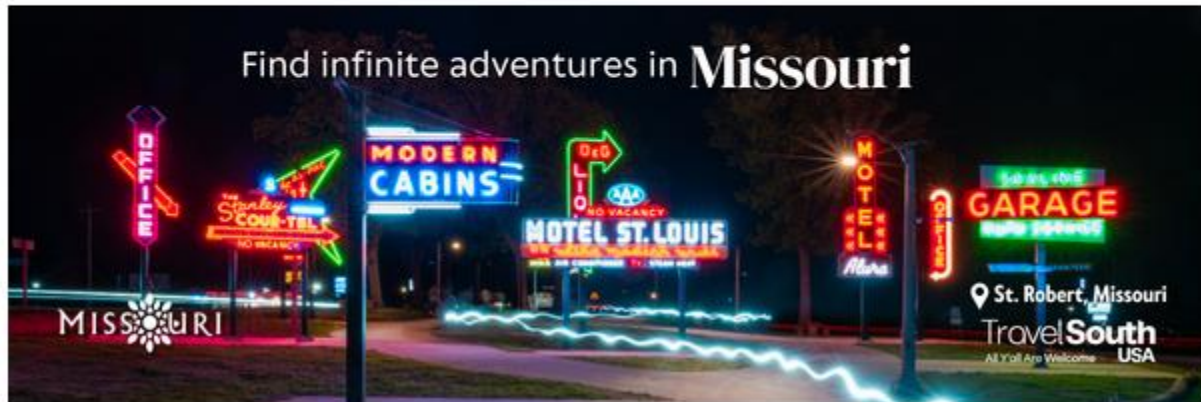
Email Signature Banners



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Where Next? In-Travel Magazine 2026



MISSOURI: ICONIC SITES & LOCAL BITES

Kansas City - Arrival

Day 1: Have a late lunch at Arthur Bryant's Barbecue, the legendary "King of Ribs." The most renowned pit master in history, Bryant created a sauce that has attracted former Presidents Harry Truman and Jimmy Carter to his restaurant. Visit the sights and sounds of a uniquely American art form at the American Jazz Museum. The museum's exhibits feature talented performers who helped the genre thrive. Located in the same complex, the Negro Leagues Baseball Museum (NLBM) can't be missed. It is the world's only museum dedicated to preserving and celebrating the rich history of African American baseball and its impact on the social advancement of America. The 10,000-square-foot multimedia exhibit chronicles the history and heroes of the leagues from their founding in 1920 to their demise in the 1960s. The NLBM was recently added to the U.S. Civil Rights Trail. Some believe the integration of baseball was a catalyst for the Civil Rights Movement, proving that an individual's worth should not be determined by the color of their skin. Have dinner at Fiolelli's Jack Stack Barbecue. A Kansas City tradition since 1957, Jack Stack has one of the most extensive BBQ menus in the country. After dinner, enjoy live jazz music at The Blue Room. Named after the famous 1930s "Street Hotel club in the historic 18th & Vine Jazz District, the venue provides a distinctive platform to present dynamic performances from the best local and national jazz talent in an intimate setting.

In addition to The Blue Room experience, sit in on a "jam session" at The Mutual Musicians Foundation—located in the heart of Kansas City's historic jazz district. Originally home to the Black Musicians' Protective Union Local 427 A.F. of M., the Foundation continues its grand tradition as a living tribute to the city's long and illustrious musical history. Jazz greats and popular local players alike continue to show up every weekend to play the night away just as they have since the 1930s.

Kansas City

Day 2: Enjoy breakfast at one of the local coffee shops or restaurants. A few suggestions are the Blue Bird Bistro, Succotash, Messenger. Next, make your way to Union Station Kansas City to enjoy the ever-changing exhibits, Science City, planetarium, shops, and grab a bite for lunch at either Harvey's Restaurant or Pierpont's. After lunch, learn a little bit about Kansas City's gangster history and how the city got its nickname: "Paris of the Plains." Gangster Tour highlights infamous crimes like the Union Station Massacre, shows the locations of speakeasies and gambling halls and explains how liquor flowed freely during Prohibition. The homes and workplaces of crime bosses and the sites of major turf wars are also featured on the tour. Sounds like an "offer you can't refuse." After the gangster tour, head to J. Rieger & Co. to learn about the distillery's history, sample Kansas City Whiskey and hop on the only known distillery slide in

the world! For dinner, you can choose from many award-winning restaurants in the city's eclectic food scene. Some of the favorites are Corvino Supper Club and Tasting Room, The Town Company, or The Savoy at 21c. Close out the evening with more jazz. Visit Green Lady Lounge, an exclusive jazz lounge featuring Kansas City musicians. Other attractions you might like to explore include The National Museum of Toys and Miniatures, National World War I Museum and Memorial or The Nelson-Atkins Museum of Art.

Kansas City - Branson

Day 3: Depart early from Kansas City, arriving in Branson in the afternoon to check in at the Hilton hotel. The beautiful Hilton Promenade at Branson Landing is a 4-star hotel located on the shores of Lake Taneycomo with shops, restaurants and entertainment venues nearby. Enjoy a cocktail before dinner at Andy's B's Tiki Bar overlooking the lake and then select from sixteen different restaurants. After dinner, enjoy fun activities along the famous Highway 76 in Branson. Visit the Titanic Museum, Aquarium at the Boardwalk, Branson Auto & Farm Museum or Tommy Hawk's Axe Throwing. Known as the "Live Entertainment Capital of the World" and boasting over 100 shows, you can watch a live musical production, be amazed by magicians or marvel at acrobats.

Branson

Day 4: After breakfast, depart for Dogwood Canyon Nature Park, which

is located only about half an hour from Branson. Dogwood Canyon features 10,000 acres of natural beauty and rugged scenery with so much to see and do. Choose from many outdoor activities such as hiking, biking, wildlife tram tours, horseback riding and trout fishing among towering bluffs, waterfall creek beds, handcrafted bridges and native wildlife. Enjoy lunch at the Mill & Canyon Grill Restaurant surrounded by floor-to-ceiling glass windows that overlook Little Indian Creek and the 120-foot-tall waterfall. Try one of the many house specialties, such as a bison burger and smoked trout cake BLT. After lunch, choose from a variety of activities. Visit Smith Creek Distillery for a moonshine tasting. Soar over Lake Taneycomo on Parakeet Pete's Waterfront Zipline. Marvel at artifacts recovered from under the sea at the Shipwrecked Treasure Museum. Take an adrenaline ride-and get a little wet—aboard Branson Jet Boats. The light and water show on Branson Landing is highly recommended.

Experience a celebrity chef's award-winning American cuisine right in the heart of Branson's waterfront at Guy Fieri's Branson Kitchen + Bar. After dinner, be entertained by Anthems of Rock at the King's Castle Theatre on Highway 76. "The Biggest Rock Party in Branson" showcases the number one hits from the most famous bands of the 20th century, including Queen, the Beatles, the Rolling Stones, Bon Jovi, Led Zeppelin, Journey, Aerosmith and more. This high-energy production will have you dancing and singing along with the greatest rock hits of all time.

Branson - St. Louis

Day 5: Depart early for St. Louis. Arrive for a late lunch and choose between Sugarfire Smoke House—a Southern-

style, local BBQ chain serving ribs, salmon, brisket cheesesteaks, spiked shakes & more—or Broadway Oyster Bar—a lively restaurant featuring Cajun and Creole dishes. In the afternoon, discover magnificent views from the top of St. Louis' Gateway Arch—an iconic monument symbolizing the westward expansion of the United States and the people who made it possible. See the city from 630 feet up in the air in this architectural wonder. If time permits, enjoy a river cruise aboard Gateway Arch Riverboats. Take a One-Hour Sightseeing Cruise or one of the many specialty cruises and relax to the sound of paddle wheels churning the waters of the mighty Mississippi River while taking in the best view of the city skyline. For dinner, head over to BB's Jazz, Blues and Soups before picking up a sweet treat at Ted Drewes Frozen Custard. Since 1929, Route 66 travelers have been delighted by this popular custard stand located on Chipewaga Street. Get a "concrete" and turn it upside down. This thick milkshake, made from vanilla frozen custard and blended with traditional and inventive treats, will not spill out of the cup.

St. Louis

Day 6: After breakfast, visit the Cathedral Basilica of St. Louis, which houses one of the largest mosaic collections in the Western Hemisphere. The Cathedral is in the heart of the city, just east of Forest Park, and is one of the must-see attractions in St. Louis. Self-guided tours do not require reservations. Guided tours are available Monday-Saturday by appointment only. Don't miss the Missouri History Museum located in Forest Park. Founded in 1866, the museum features both permanent and traveling exhibits about Missouri's history. At the Saint Louis Science Center, you can explore over 700 exhibits, the OMNIMAX®

Theater, James S. McDonnell Planetarium, special traveling exhibitions and more. Visit the Missouri Botanical Garden, the nation's oldest botanical garden in continuous operation. Spanning 79 acres, the National Historic Landmark grows more than 27,000 plants. Enjoy a beer at Anheuser-Busch Brewery where you can also take a brewery tour and see the famous Budweiser Clydesdales. The National Blues Museum explores the blues and celebrates the genre as the foundation of all modern American music. Learn about famous musicians, iconic moments in popular culture and create your own masterpiece through interactive exhibits. Head over to Ballpark Village—the newest dining and entertainment district in St. Louis. The complex offers great food, drinks and an ideal ambiance for watching sports. After dinner, make your way to St. Louis Union Station for the Grand Hall Light Show and a ride on the St. Louis Wheel with 42 fully enclosed, climate-controlled gondolas that seat up to eight riders each.

St. Louis - Departure

Day 7: Return your car at the airport before your departure flight.



CELEBRATE 100 YEARS IN THE

Birthplace of Route 66

Plan your next visit to Springfield, Missouri and celebrate 100 years of America's most iconic highway right in its birthplace. Explore classic diners, historic landmarks, and hidden gems that keep the spirit of the road alive. Here in the City of the Ozarks, it's all about making it your own.



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