



ATI & Travel South USA 2025-26 Campaign Summaries

Mississippi Final Campaign Report

Travel South USA and American Tours International partnered to promote Mississippi 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 Mississippi campaign increased awareness of the state's cultural heritage, music history, outdoor recreation opportunities, and authentic Southern experiences among ATI's international travel trade audience. Through a combination of destination education and targeted marketing initiatives, Mississippi maintained visibility among tour operators and travel advisors responsible for developing future travel programs.

Campaign activities included a dedicated webinar, customized landing pages, digital advertising, email promotions, and editorial placements. The webinar generated 91 registrations and 42 live attendees, providing travel professionals with destination knowledge and itinerary development resources.

The campaign generated 631 room nights and \$80,576 in revenue. Strong results from Jackson, Tupelo, Gulfport, and Biloxi demonstrate continued demand for Mississippi's authentic cultural experiences and reinforce the value of sustained travel trade engagement.

Results Dashboard

City	Room Nights	Revenue
Greenville	43	\$6,649.10
Gulfport	74	\$5,893.46
Horn Lake	4	\$392.24
Jackson	140	\$18,598.08
Laurel	2	\$235.96
McComb	4	\$363.04
Meridian	12	\$1,011.44
Moss Point	4	\$275.98
Natchez	240	\$31,152.24
Tupelo	36	\$6,040.24
Vicksburg	72	\$9,964.05
Grand Total	631	\$80,575.83

Mississippi Markets	
Domestic	11%
International	89%

ATI Landing Page



(Click logo to view)

Banners

Pre-login and Post-login.



Email Signature Banner



Where Next? In-Travel Magazine 2026



MISSISSIPPI, FROM THE RIVER TO THE COAST

Memphis - Arrival - Tupelo

Day 1: Welcome to Mississippi! Begin just 20 miles south of Memphis at Tanger Outlets Southaven, located just off Interstate 55. After shopping, travel through picturesque Holly Springs, known for its historic homes, churches, and museums. Located in the foothills of Northeast Mississippi, Tupelo is a must-see along the Natchez Trace Parkway. Live like a King in the city where the world's greatest entertainer was born in a two-room shotgun shack. Visit the hardware store where in 1946 Gladys Presley bought her son, Elvis, his first guitar, and discover lots of small-town charm along Tupelo's Elvis Driving Tour.

Tupelo - Oxford

Day 2: Head east to Oxford, which is renowned for its deep-rooted history, charm and culture. The historic Courthouse Square has been the cultural and economic hub of Oxford since the town's founding in 1837. It thrives with businesses such as Nelson's, the oldest continuously operating department store in the South, and nationally famous independent bookstore Square Books. Oxford is a charming college town immortalized in the writings of

Nobel Prize laureate William Faulkner. Visit Rowan Oak, Faulkner's tranquil country home, where the outline of his novel, *A Fable*, is scribbled on the study wall. Next stop is the University of Mississippi's campus, known as "Ole Miss." The University of Mississippi and Oxford played a significant part in the American Civil Rights movement during the integration of the university. Oxford's monument and historic marker on the Mississippi Freedom Trail paint a picture of the events that took place during a challenging and significant time in American history.

Oxford - Clarksdale

Day 3: Today's journey takes us to Clarksdale where muddy waters can refer to the Mississippi River that creates the state's western border, as well as the blues singer who lived and recorded at the nearby Stovall plantation. If you follow the Mississippi Blues Trail, you will see markers for influential artists such as John Lee Hooker, Son House and Ike Turner. Clarksdale's Delta Blues Museum houses exhibits that focus on the musical legacy that bluesmen have left for the world to enjoy. The Crossroads are where Highway 49 intersects with

Highway 61, the fabled spot where legendary bluesman Robert Johnson is said to have sold his soul to the devil in exchange for unexplainable guitar talent. Ground Zero Blues Club has been named one of the 'top 100 bars and nightclubs in America' and is co-owned by actor Morgan Freeman. Red's Blues Club is the real deal authentic juke joint and a Blues must-see.

Clarksdale - Cleveland - Indianola - Jackson

Day 4: Travel south to Cleveland, the hip little town recognized as "one of the 100 best small towns in America." Cleveland is home to a charming downtown. Main Street area complete with locally owned boutiques, cafés, restaurants, art galleries and museums. While there, visit Dockery Farms, often called the Birthplace of the Blues. Dockery Farms tells of a storied past where many blues greats lived and worked. A must-see is the state-of-the-art GRAMMY® Museum Mississippi, the only one of its kind outside of Los Angeles. The GRAMMY® Museum covers all genres of music and tells of story of the GRAMMY and its winning artists through interactive exhibits. Continue to Indianola and

visit the B.B. King Museum and Delta Interpretive Center where the life and music of the renowned musician is shared along with the rich cultural heritage of the Mississippi Delta. Your day ends in Jackson, Mississippi's "City with Soul" and state capital of Jackson tells a story that is uniquely southern and entirely American. Visit the home of celebrated author Eudora Welty and groove to the rhythms and beats of authentic blues at Hal and Mal's. Learn more about the Civil Rights Movement at the Medgar and Myrlie Home National Monument and the Mississippi Civil Rights Museum, part of the Two Mississippi Museums. Try a little retail therapy in the eclectic Fandren District with its assorted shops and eateries.

Jackson

Day 5: Spend an extra day in Jackson exploring other downtown Jackson attractions, including the old Capitol State Historical Museum, one of the country's premier examples of Greek revival public architecture, and the Mississippi Governor's Mansion, the second oldest continuously occupied governor's residence in the U.S. A visit to the Mississippi Museum of Art is a must, as is the new Capitol. Try a little retail therapy in the eclectic Fandren District with its assorted shops and eateries. Travel 12 miles to Ridgeland, where just off the scenic Natchez Trace Parkway you can visit the Bill Waller Craft Center, home to the Craftsman's Guild of Mississippi.

Jackson - Vicksburg

Day 6: Head east and immerse yourself in American history, Mississippi music, and southern charm in Vicksburg, the key to the South. President Abraham Lincoln stated that Vicksburg was the "key to winning the war" and that the Civil War would not end until the "key" was in his pocket. The Vicksburg National Military Park stands in commemoration of the campaign for Vicksburg and to those who served as well as to thousands who lost their lives. Today Vicksburg is alive with music, arts, and entertainment. Stroll the brick-paved streets of historic downtown to enjoy a meal or fun shopping.

Vicksburg - Natchez

Day 7: Small town allure and over three centuries of rich history collide on the banks of the Mississippi River in Natchez. Natchez has one of the largest collections of historic buildings in the country, many of which are open daily for tours. Visitors can explore this history along Natchez's five downtown walking trails or hop on a bus tour for a unique look at the historic homes and landmarks. Discover the stories at the Natchez Museum of African American History & Culture and sites like Forks of the Road or the Rhythm Night Club. Sip a beverage on the porch of an old Mississippi River tavern as you watch the sun set on Old Man River.

Natchez

Day 8: Biloxi (Coastal Mississippi)
Day 8: Today's journey takes you to Coastal Mississippi's 62 miles of scenic

coastline with an incredible variety of attractions, excursions, and activities, from outdoor adventures to museums, festivals, world-class gaming, and championship golf courses. Explore the Mississippi Sound on a charter fishing boat or hop aboard the ferry to Ship Island. Visit the new state-of-the-art Mississippi Aquarium. Indulge at one of the many quaint or fine-dining restaurants serving the freshest Gulf seafood. Each coastal community across the region has something different to offer, from scenic harbor towns and walkable downtown areas shaded with live oaks, to world-renowned shows and casino headliner entertainment.

Biloxi - New Orleans - Departure

Day 9: This morning drive to New Orleans and return your car in time for your departure flight.

