



ATI & Travel South USA 2025-26 Campaign Summaries

Tennessee Final Campaign Report

Travel South USA and American Tours International partnered to promote Tennessee 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 Tennessee campaign successfully promoted the state's world-renowned music heritage, outdoor recreation, cultural attractions, culinary experiences, and vibrant communities through ATI's international travel trade network. Through a coordinated marketing and destination education effort, Tennessee maintained strong visibility among travel professionals responsible for developing and selling North American travel experiences.

Campaign activities included webinar programming, destination landing pages, digital advertising, newsletter promotion, email signature marketing, and editorial placements. These integrated initiatives provided travel advisors and tour operators with destination resources while reinforcing Tennessee's position as one of the South's most recognizable tourism destinations.

The campaign strengthened engagement with key international travel trade audiences and supported ongoing itinerary development across ATI's global distribution channels. By combining destination education with targeted marketing exposure, Tennessee successfully reinforced awareness and consideration among travel professionals planning future travel programs to the American South.

Results Dashboard

City	Room Nights	Revenue
Chattanooga	94	\$13,163.34
Clarksville	6	\$595.32
Tullahoma	6	\$533.72
Jackson	4	\$359.64
Knoxville / Great Smokies Area	593	\$63,161.55
Memphis	3204	\$697,020.94
Nashville	2368	\$505,882.68
Tri-Cities	8	\$557.54
Grand Total	6283	\$1,281,274.73

Tennessee Markets	
Domestic	9%
International	91%

ATI Landing Pages

TENNESSEE
SOUNDS PERFECT



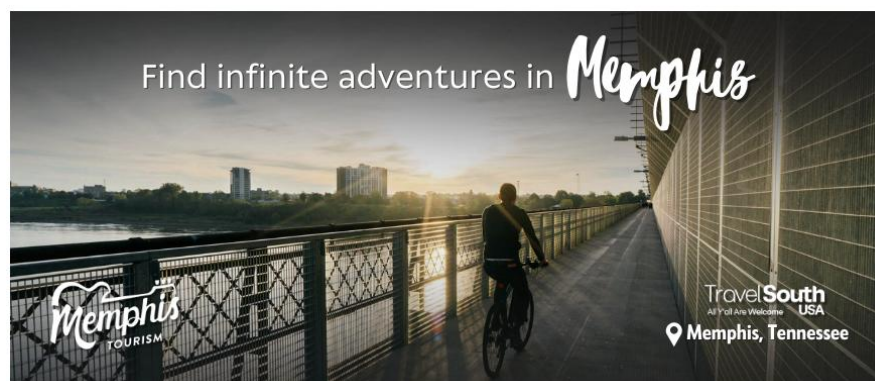
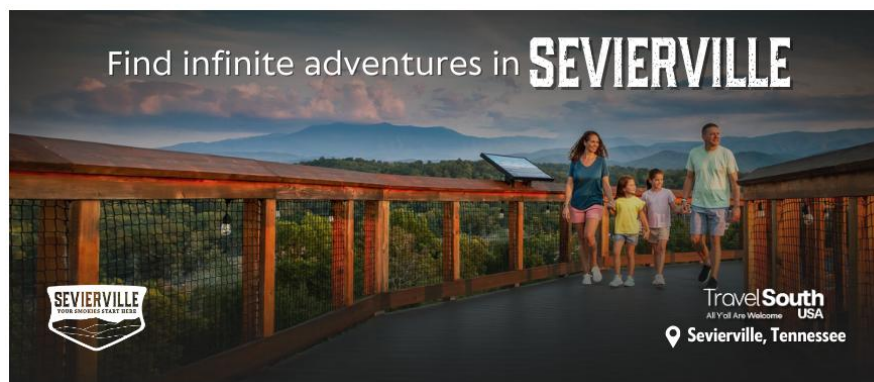
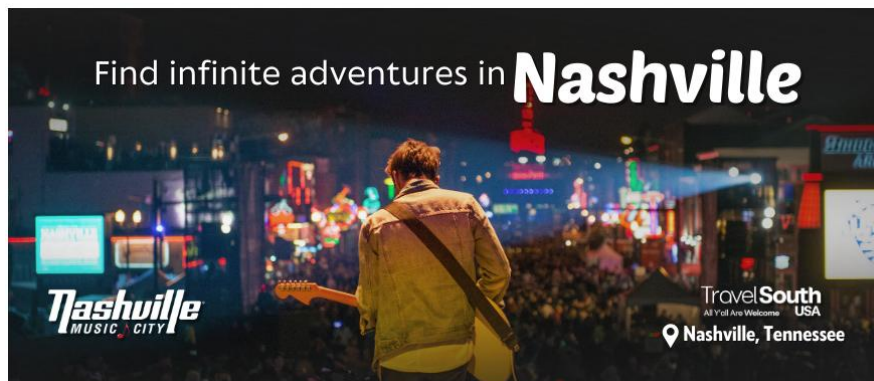
(Click logo to view)

DMO Newsletters

DMO	Date	Recipients	Clicks	Link
Sevierville	3/3/2026	3515	183	Click to View
Nashville	3/4/2026	3515	199	Click to View
Memphis	3/6/2026	3515	174	Click to View

Banners

Pre-login and Post-login.



Email Signature Banners



Maria Vazquez | Senior Product Manager

(P) 310.590.4173 | (Main) 310.641.9953 | www.american-tours.com

AmericanTours International, LLC | 6033 W. Century Blvd, Ste 900, Los Angeles, CA 90045



Maria Vazquez | Senior Product Manager

(P) 310.590.4173 | (Main) 310.641.9953 | www.american-tours.com

AmericanTours International, LLC | 6033 W. Century Blvd, Ste 900, Los Angeles, CA 90045



Maria Vazquez | Senior Product Manager

(P) 310.590.4173 | (Main) 310.641.9953 | www.american-tours.com

AmericanTours International, LLC | 6033 W. Century Blvd, Ste 900, Los Angeles, CA 90045



Maria Vazquez | Senior Product Manager

(P) 310.590.4173 | (Main) 310.641.9953 | www.american-tours.com

AmericanTours International, LLC | 6033 W. Century Blvd, Ste 900, Los Angeles, CA 90045



Where Next? In-Travel Magazine 2026



TUNES, TASTES AND TALES OF TENNESSEE

Memphis - Arrival

Day 1: Arrive in Memphis, home of the blues and birthplace of rock n' roll. Spend the day exploring Beale Street and be sure to try Memphis BBQ for dinner.

Memphis

Day 2: Start your day with breakfast Memphis' oldest café, The Arcade. Don't miss touring the National Civil Rights Museum and Sun Studio, where rock n' roll got its start and launched musicians

such as Elvis Presley, Johnny Cash and Jerry Lee Lewis. Visit the STAX Museum of American Soul Music, showcasing R&B music then head to Elvis Presley's Memphis experience at Graceland. To end the day, see the Duck March at the historic Peabody Hotel.

Memphis - Nashville

Day 3: Travel to Nashville, also known as Music City. Learn about the influence of Nashville's music scene on the world at the Country Music Hall of Fame and

Studio B. Tour the National Museum of African American Music to learn how a distinct group of people used their talents to connect more than 50 music genres. See Nashville's live music scene with tours of the Ryman Auditorium and a stroll down 'Honky Tonk Row' on Lower Broadway.

Nashville

Day 4: Walk through the neighborhood that put Nashville on the map as a culinary destination, East Nashville.

"Visit Dolly Parton's entertainment theme park, Dollywood. Showcased by The Great Smoky Mountain Wheel, a 200-foot-high observation wheel, The Island in Pigeon Forge provides the area's newest shopping, dining and entertainment options."

Locals frequent the many dive bars, craft cocktail joints, coffee shops, and vintage stores sprinkled throughout the neighborhood. Step aboard the General Jackson Showboat, one of the largest in the country. Take in a show and backstage tour at the Grand Ole Opry, the world's longest running live radio show.

Nashville - Gatlinburg (Great Smoky Mountains)

Day 5: Journey north to the Great Smoky Mountains National Park. The United States' most visited national park offers horseback riding, biking and over 850 miles of hiking trails. It is one of a handful of national parks with no charge for admission.

Great Smoky Mountains

Day 6: Visit Dolly Parton's entertainment theme park, Dollywood. Showcased by The Great Smoky Mountain Wheel, a 200-foot-high observation wheel, The Island in Pigeon Forge provides the area's newest shopping, dining and entertainment options. Zip-line through the treetops of Anakeesta in Gatlinburg then shop at the 200+ factory outlet shops in Sevierville.

Gatlinburg - Atlanta - Departure

Day 7: This morning drive to Atlanta and return your car in time for your departure flight.



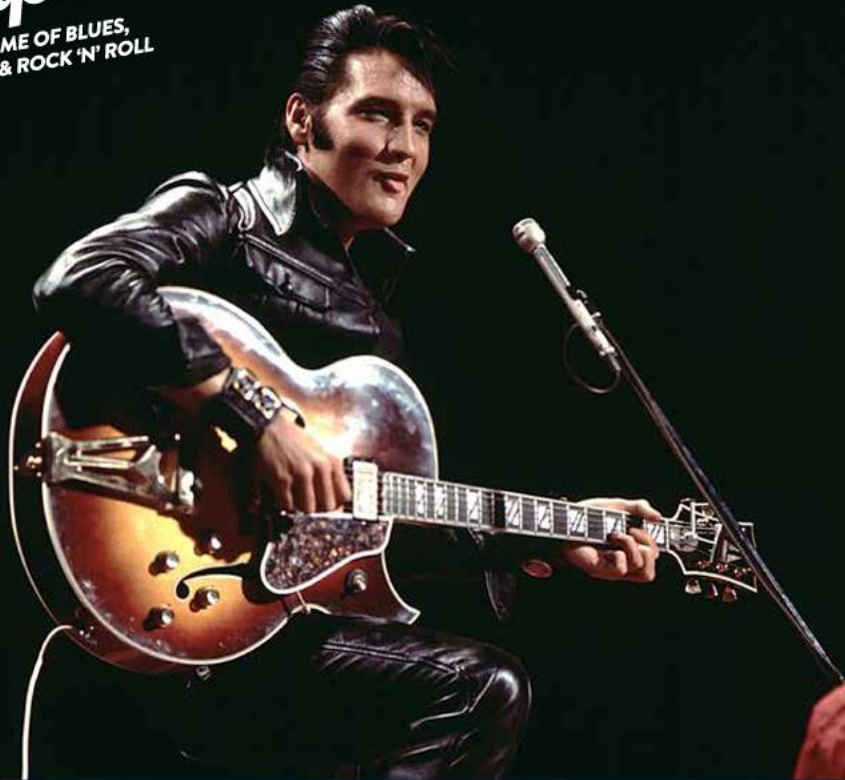
SEVIERVILLE

Enjoy the flavors of the Smokies and the warmth of Southern hospitality when your group visits Dolly Parton's hometown, Sevierville, Tennessee.



For more information,
please contact Tony
Funderburg at
1-888-738-4378 or
TFunderburg@scoc.org
www.VisitSevierville.com

Memphis
HOME OF BLUES,
SOUL & ROCK 'N' ROLL



© 2026 ABG EPE IP LLC



MEMPHIS ARTS MUSEUM

OPENING WINTER 2026



NATIONAL CIVIL RIGHTS EXPANSION

OPENING MAY 2026



METAL MUSEUM

OPENING SEPTEMBER 2026

Featured in the New York Times as one of
the *52 Best Places to go in 2026*



Nashville
MUSIC CITY

visitmusiccity.com

HOW WILL YOU
PLAY

MUSIC CITY

Enjoy all Nashville has to offer with its award-winning cuisine,
exciting sports scene, eclectic neighborhoods
and music of all genres.

