

ATI & Travel South USA

2025-26 Campaign Summaries

Results Dashboard

State	Room Nights	Revenue
Alabama Grand Total	616	\$84,643.14
Kentucky Grand Total	421	\$47,998.67
Louisiana Grand Total	4483	\$357,207.51
Mississippi Grand Total	631	\$80,575.83
Missouri Grand Total	1038	\$134,587.46
Tennessee Grand Total	6283	\$1,281,274.73
TSUSA Grand Total	13472	\$1,986,287.34

YOY COMPARISON	RN 2026	RN 2025	%
Alabama	616	663	-7%
Kentucky	421	429	-2%
Louisiana	4,483	4,627	-3%
Mississippi	631	697	-9%
Missouri	1,038	1,025	1%
Tennessee	6,283	6,969	-10%
TSUSA Grand Total	13,472	14,410	-7%

Non-campaign states were down a total of 19% YOY.

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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**



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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

ATI & Travel South USA 2025-26 Campaign Summaries

Kentucky Final Campaign Report

Travel South USA and American Tours International partnered to promote Kentucky 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 Kentucky campaign strengthened awareness of the state's signature visitor experiences among ATI's global travel trade audience through a coordinated marketing and destination education initiative. Campaign messaging focused on Kentucky's iconic horse racing heritage, bourbon experiences, cultural attractions, and urban destinations, including Louisville, Lexington, Bowling Green, and the Cincinnati Airport Area.

Through webinars, digital marketing, destination landing pages, banner advertising, email promotions, and editorial placements, Kentucky maintained consistent exposure across ATI's international distribution network. The campaign webinar generated 103 registrations and 48 live attendees, helping educate travel professionals on itinerary development opportunities throughout the state.

Final campaign production generated 421 room nights and \$47,999 in revenue. The program successfully expanded destination awareness, strengthened travel trade relationships, and positioned Kentucky as a compelling addition to Southern and American travel itineraries.

Results Dashboard

City	Room Nights	Revenue
Bowling Green	28	\$3,371.72
Cincinnati Airport Area	159	\$18,950.61
Corbin	3	\$283.77
Lexington	63	\$5,294.07
Louisville	156	\$19,026.06
Paducah	12	\$1,072.44
Grand Total	421	\$47,998.67

Kentucky Markets	
Domestic	39%
International	61%

ATI Landing Page



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ATI & Travel South USA 2025-26 Campaign Summaries

Louisiana Final Campaign Report

Travel South USA and American Tours International partnered to promote Louisiana 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 Louisiana campaign delivered one of the strongest engagement and production performances among participating Travel South USA states, showcasing the state's unique culture, culinary traditions, music heritage, festivals, and outdoor experiences to ATI's global travel trade network.

Participating destinations included New Orleans, Baton Rouge, and Lafayette. Campaign activities featured a dedicated webinar, destination newsletters, digital advertising, customized landing pages, editorial placements, and email marketing. The webinar generated 183 registrations and 52 live attendees, representing one of the highest engagement levels achieved during the campaign.

The campaign generated 4,483 room nights and more than \$357,207 in revenue, with New Orleans accounting for the largest share of production. Louisiana's distinctive tourism product resonated strongly with international travel professionals, reinforcing the state's position as a premier destination within the Travel South USA region.

Results Dashboard

City	Room Nights	Revenue
Alexandria	9	\$1,129.80
Baton Rouge	117	\$14,070.45
Lafayette	144	\$15,959.73
Lake Charles	33	\$3,247.86
Monroe	6	\$632.28
New Orleans	3950	\$286,069.29
Shreveport	224	\$36,098.10
Grand Total	4483	\$357,207.51

Louisiana Markets	
Domestic	15%
International	85%

ATI Landing Pages



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DMO Newsletters

DMO	Date	Recipients	Clicks	Link
Baton Rouge	2/2/2026	3515	259	Click to View
New Orleans	1/30/2026	3515	356	Click to View
Lafayette	2/17/2026	3515	147	Click to View

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



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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

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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