



Reporting Travel South

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america-unlimited.de



HOW
OUR
CAMPAIGN
WORKED



**STATE
PACKAGE**

State package



**DMO
PACKAGE**

DMO package

\$170,000 SPEND UNLOCKS



AMERICA UNLIMITED
DESTINATION OF THE YEAR 2026

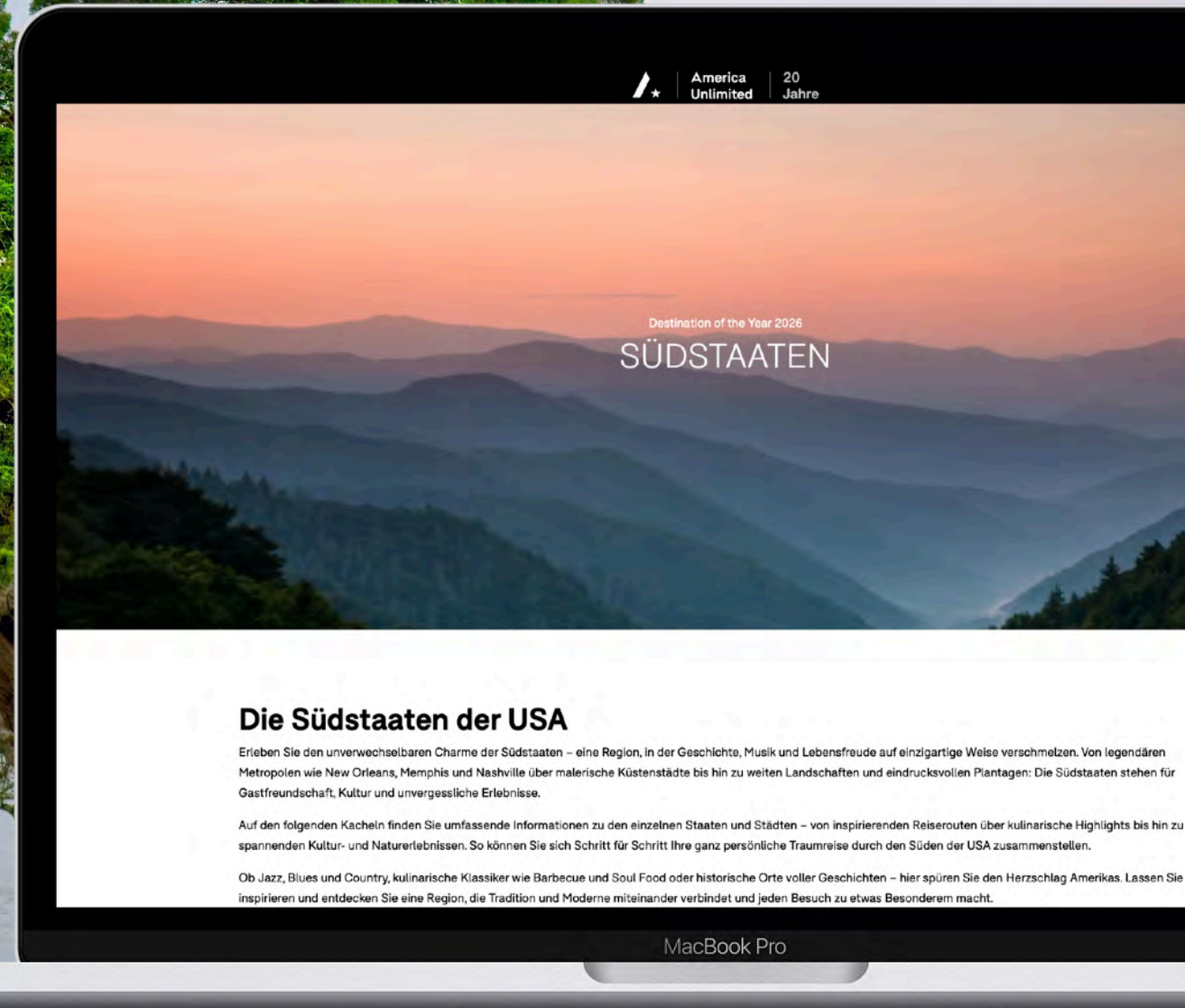


CENTRAL CAMPAIGN HUB

The dedicated website served as the central hub for all packages, Microsites, showcasing partner itineraries, travel tips, and detailed destination insights about the Southern States.

With direct inquiry and booking options, the microsite ensures a seamless transition from inspiration to planning, while enabling full campaign tracking for optimized engagement.

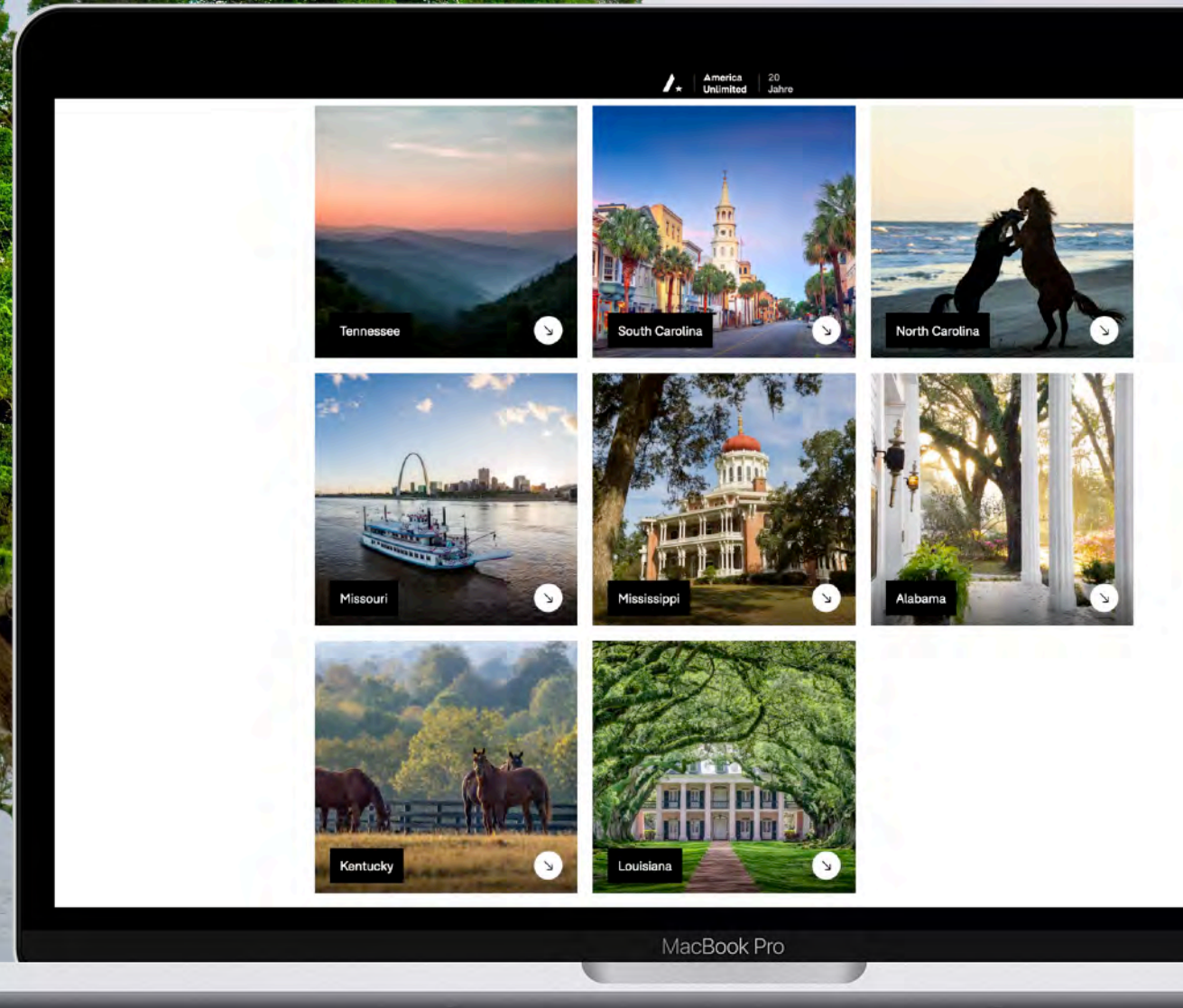
Link to campaign hub: <https://www.america-unlimited.de/suedstaaten/>

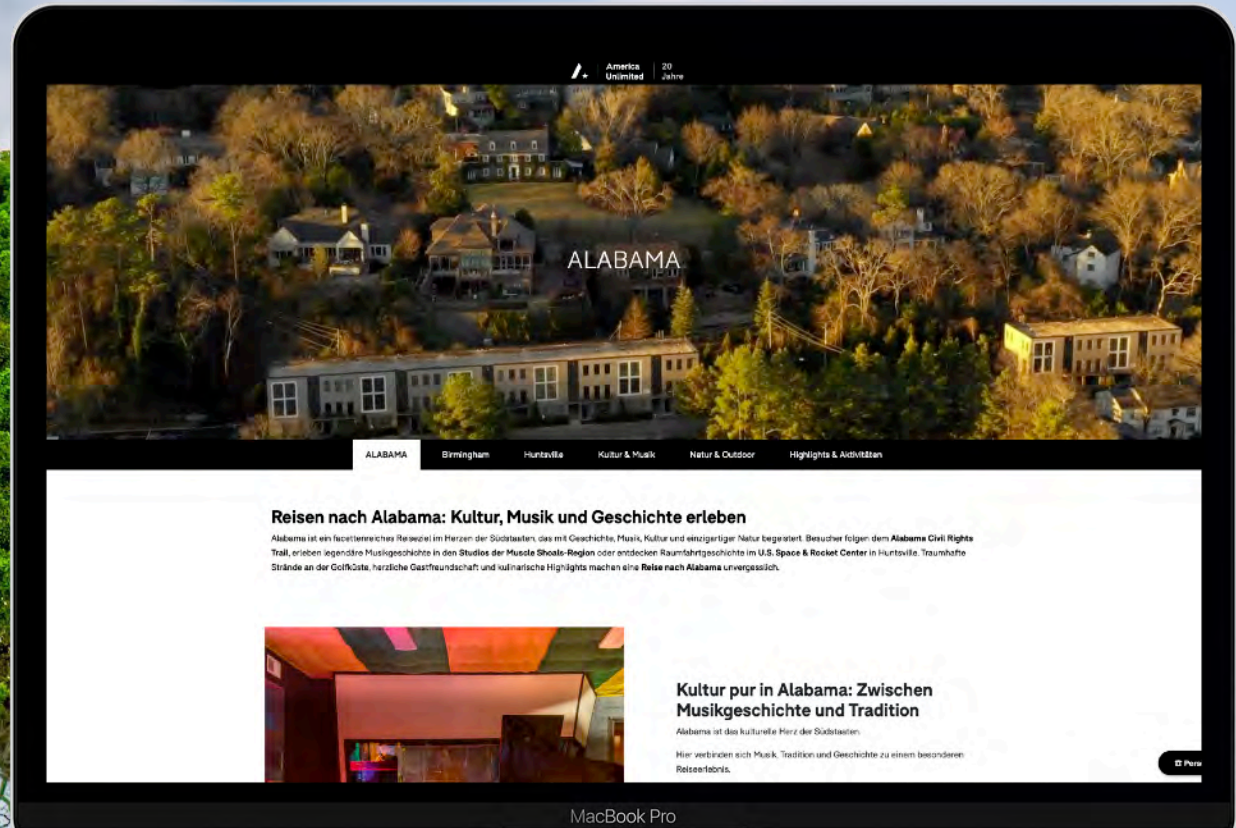




CENTRAL CAMPAIGN HUB

The central hub was seamlessly integrated into the America Unlimited website, providing a long-term solution that extends beyond the campaign's duration. Even after the campaign ends, this dedicated page will remain accessible, ensuring ongoing visibility for all partners. By serving as a lasting resource for travelers, the microsite continues to attract new audiences, generate interest, and drive bookings, creating a sustainable legacy and maximizing the impact of each partner's investment. Additionally, every partner state received its own dedicated microsite.

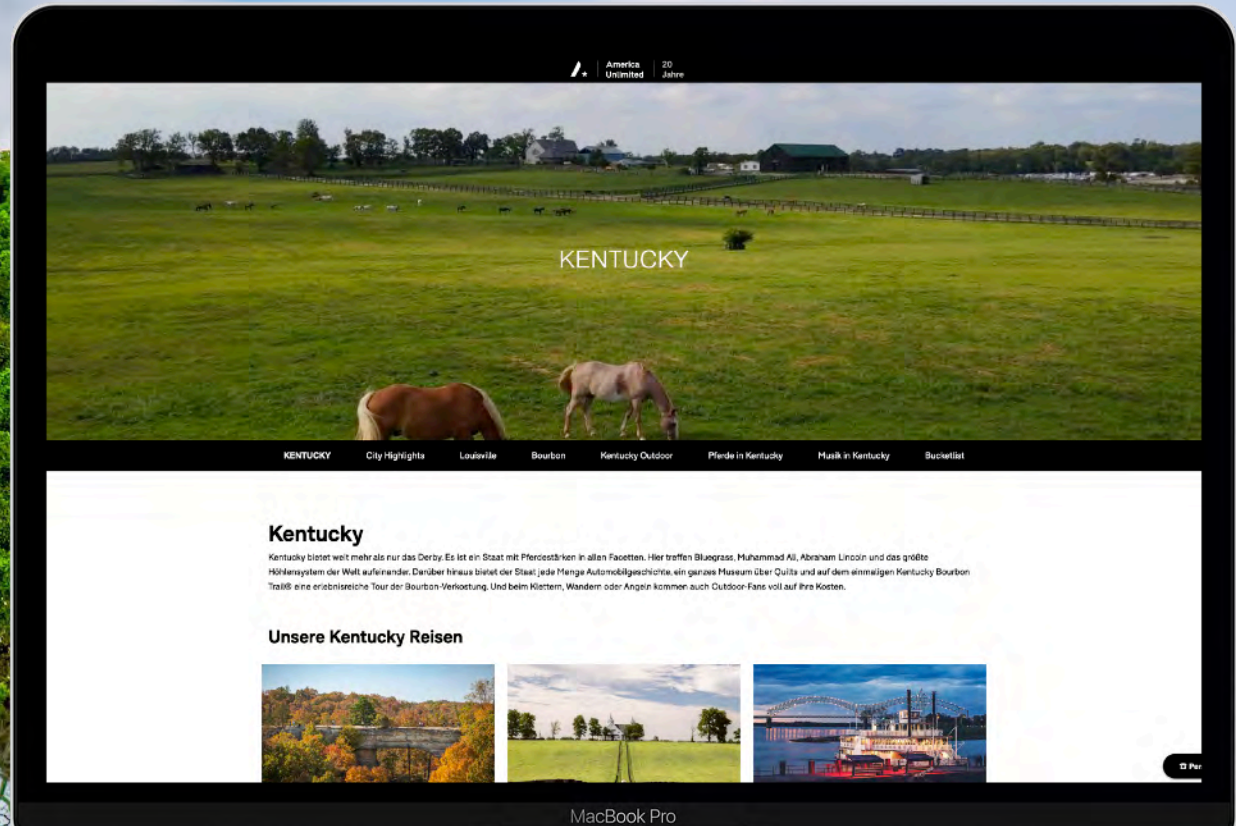




ALABAMA MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/alabama/>

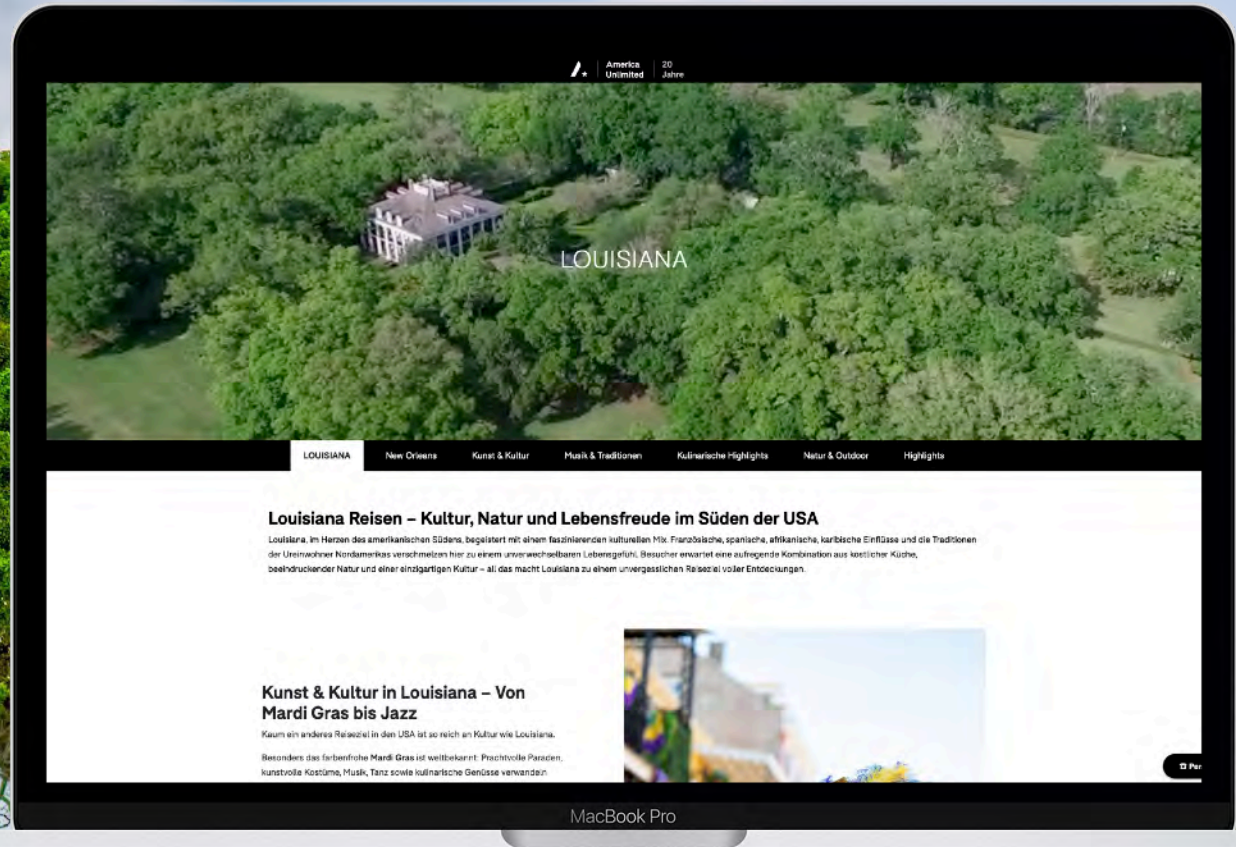
So far, the microsite has generated **414,692 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



KENTUCKY MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/kentucky/>

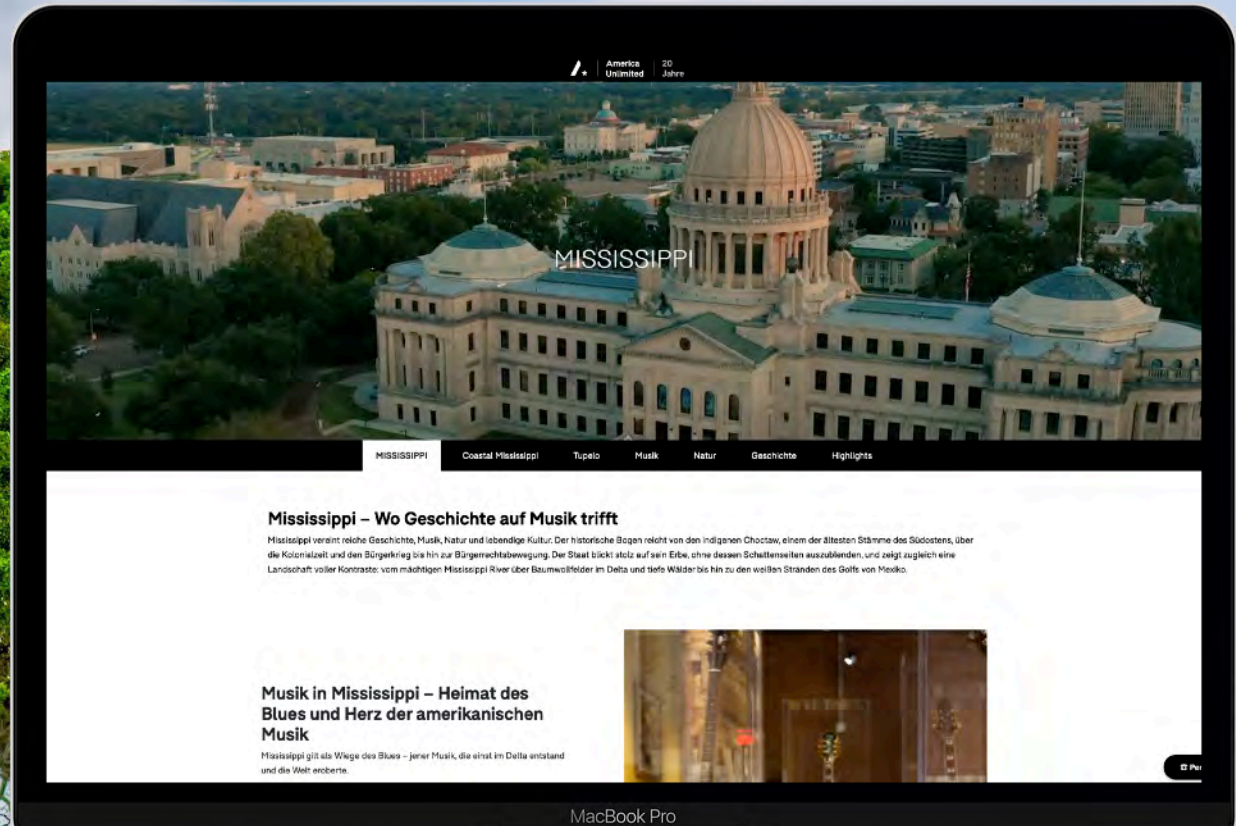
So far, the microsite has generated **417,810 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



LOUISIANA MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/louisiana/>

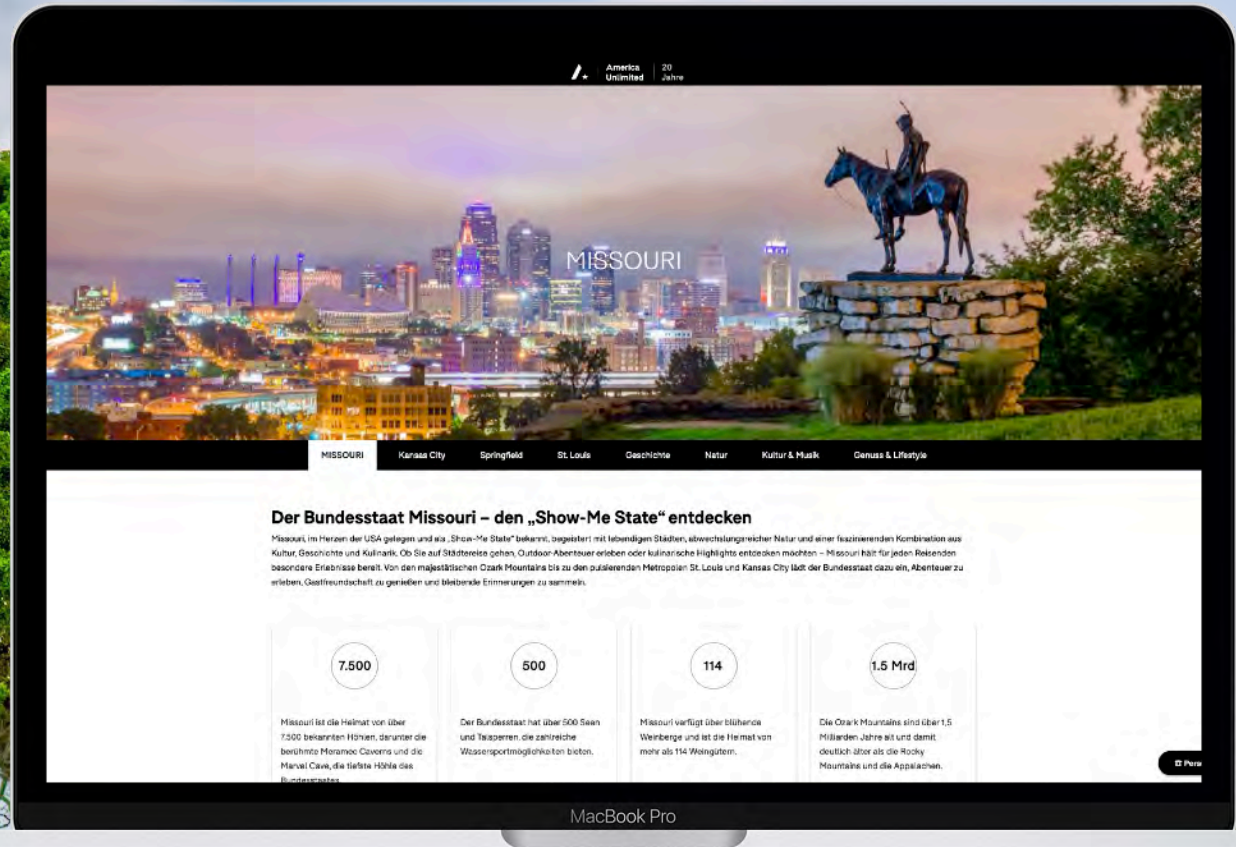
So far, the microsite has generated **395,195 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



MISSISSIPPI MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/mississippi/>

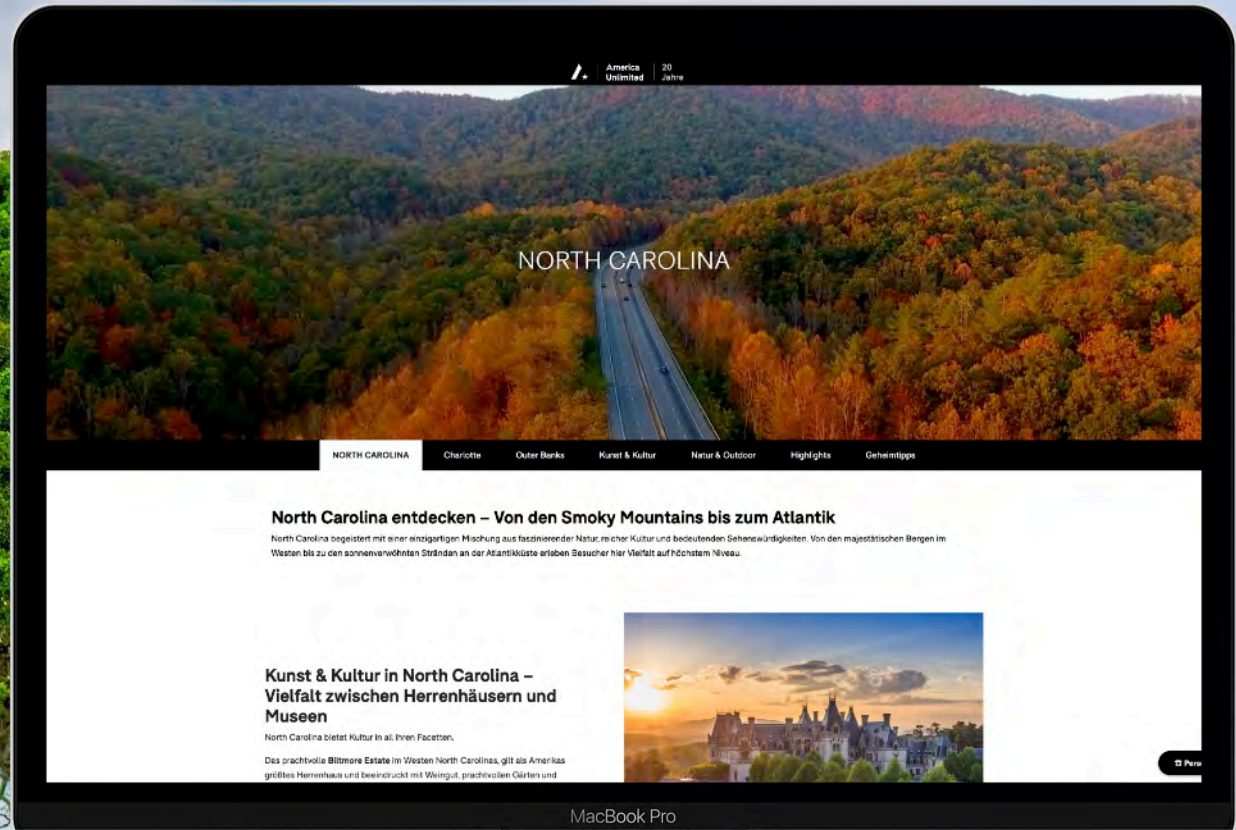
So far, the microsite has generated **401,849 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



MISSOURI MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/missouri/>

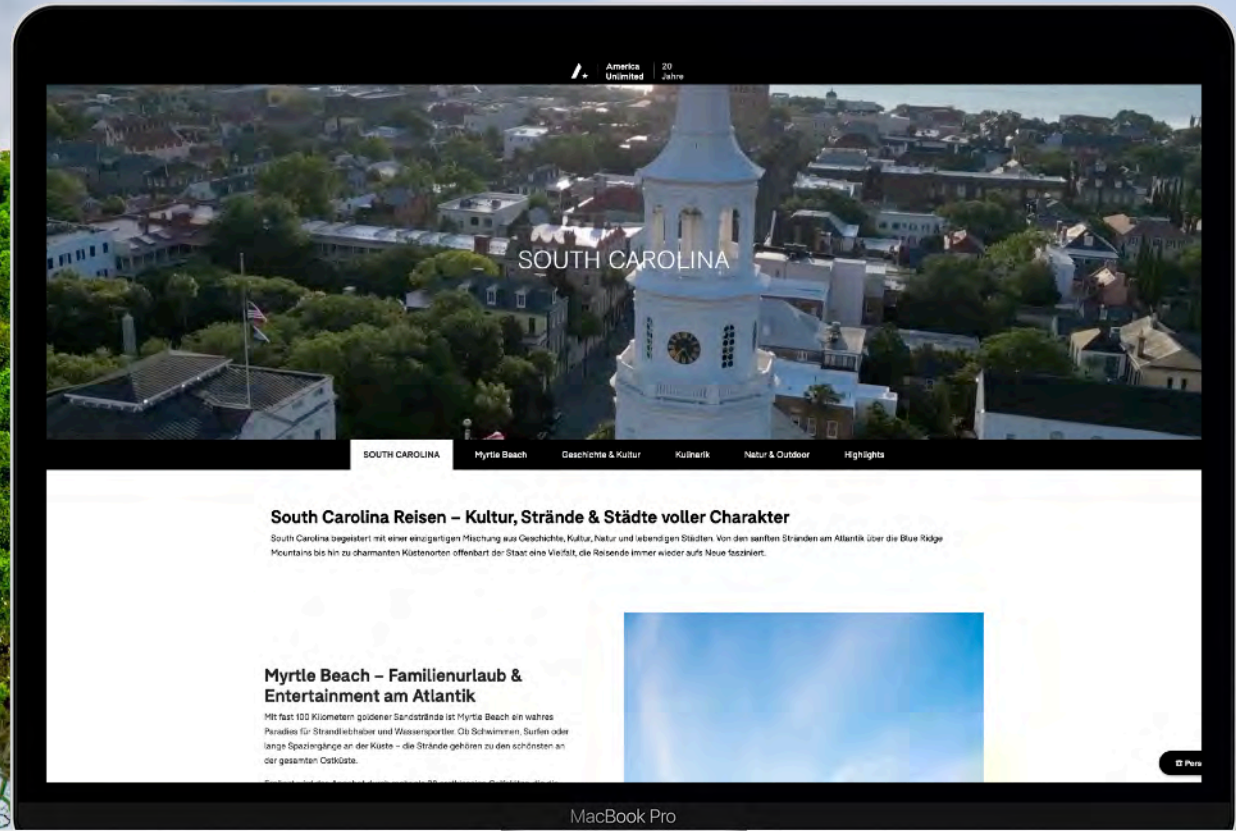
So far, the microsite has generated **412,005 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



NORTH CAROLINA MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/north-carolina/>

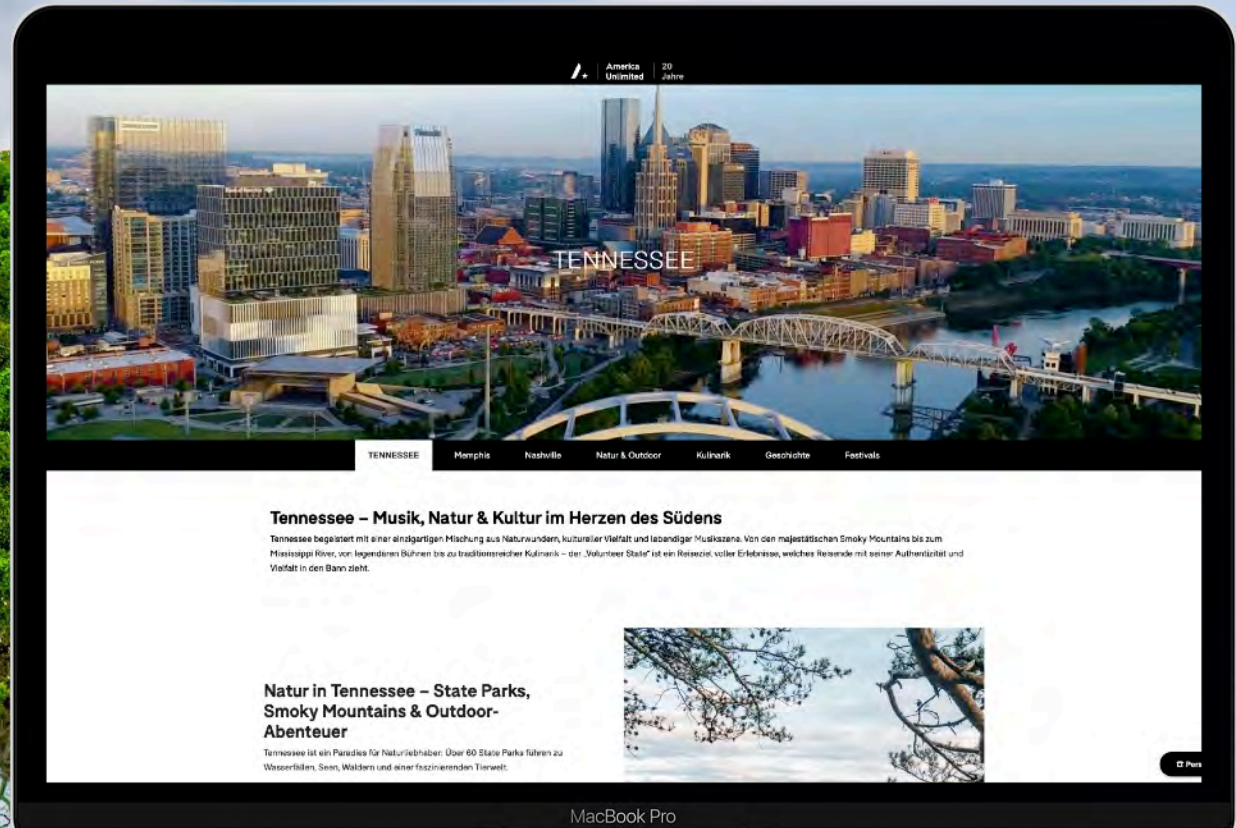
So far, the microsite has generated **417,500 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



SOUTH CAROLINA MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/south-carolina/>

So far, the microsite has generated **413,510 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



TENNESSEE MICROSITE

Link: <https://www.america-unlimited.de/reiseinspiration/tennessee/>

So far, the microsite has generated **441,942 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.



NEWSLETTER INCLUSION

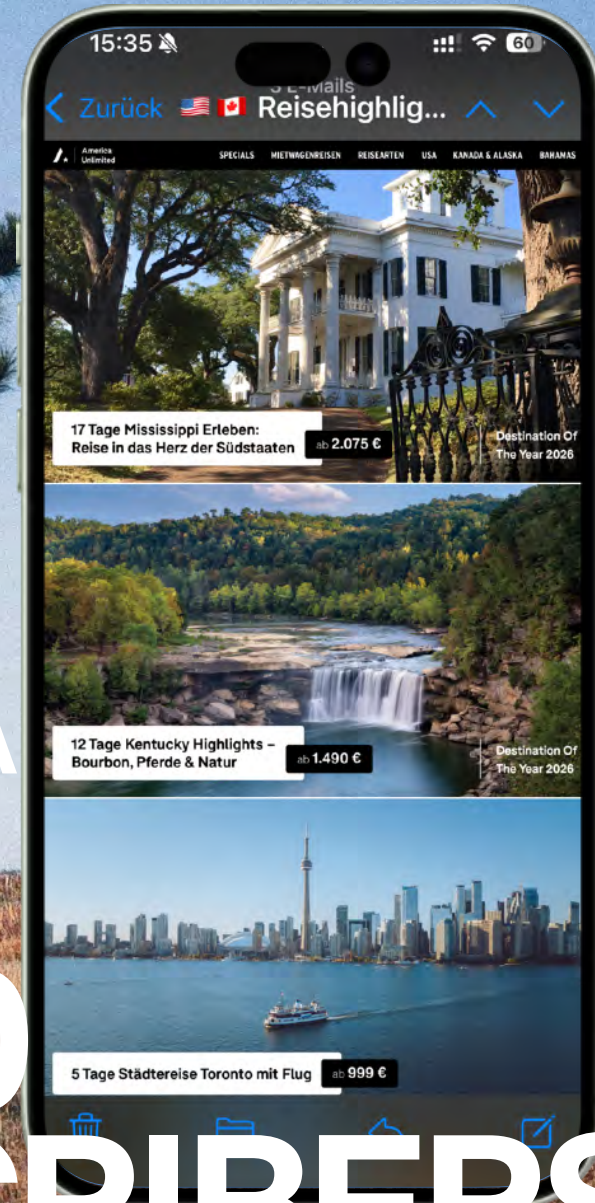
The America Unlimited E-Newsletter is a powerful platform to showcase your destination's itinerary, reaching over 175,000 subscribers with high visibility through exclusive, destination-specific offers. Key benefits include:

- **Extensive Reach:** Over 175,000 high-value subscribers.
- **Exclusive Focus:** Limited to 5 offers per edition for maximum impact.
- **Targeted Audience:** Subscribers with above-average income, strong educational backgrounds, and active travel interests, primarily aged 30-55.

With a mix of loyal, repeat clients and new prospects, the newsletter effectively promoted premium travel experiences, appealing to those most likely to engage and book. Each partner state received one dedicated inclusion, ensuring strong exposure to an ideal audience.

GERMANY'S
LARGEST USA
ENTHUSIAST
COMMUNITY

175,000
SUBSCRIBERS

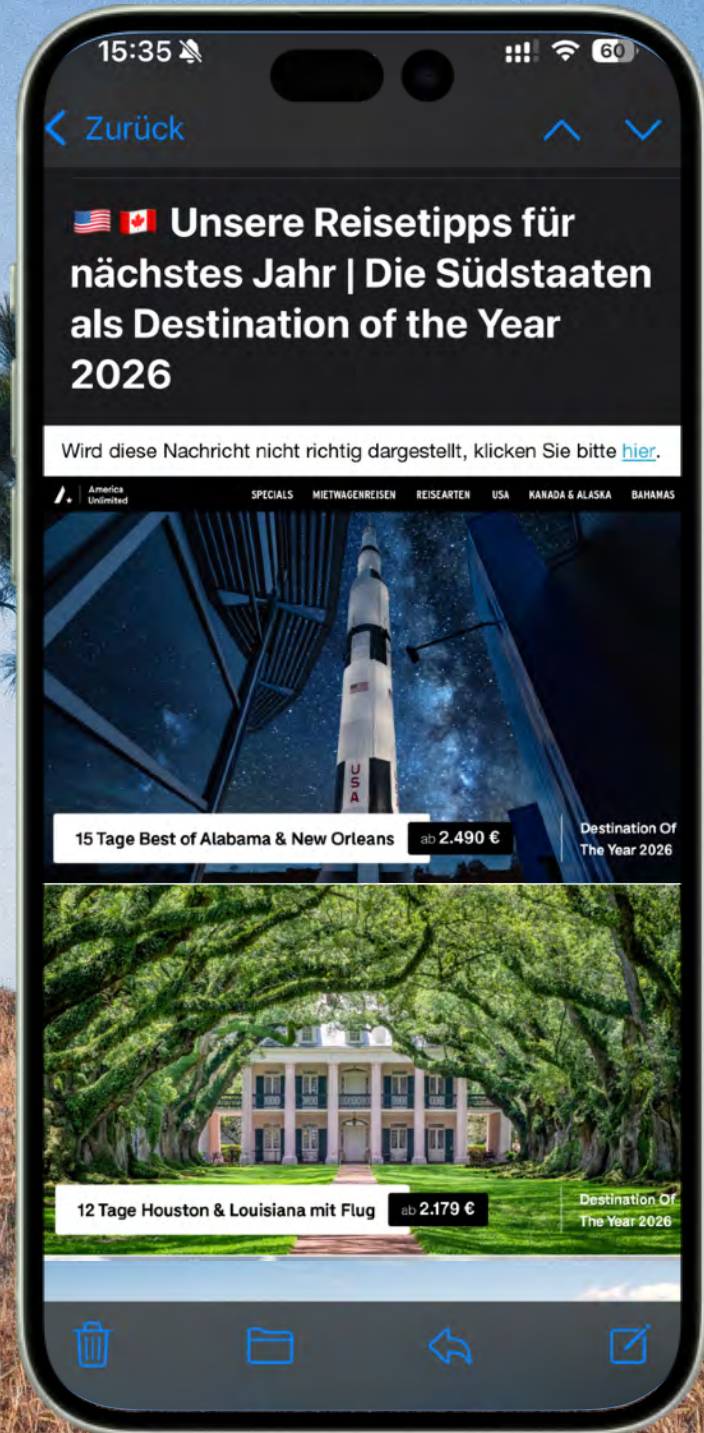




NEWSLETTER INCLUSION

November 2025 Newsletter
incl. Alabama & Louisiana

Openrate: 35,1%
CTR: 17,8%
Subscribers: 175,000

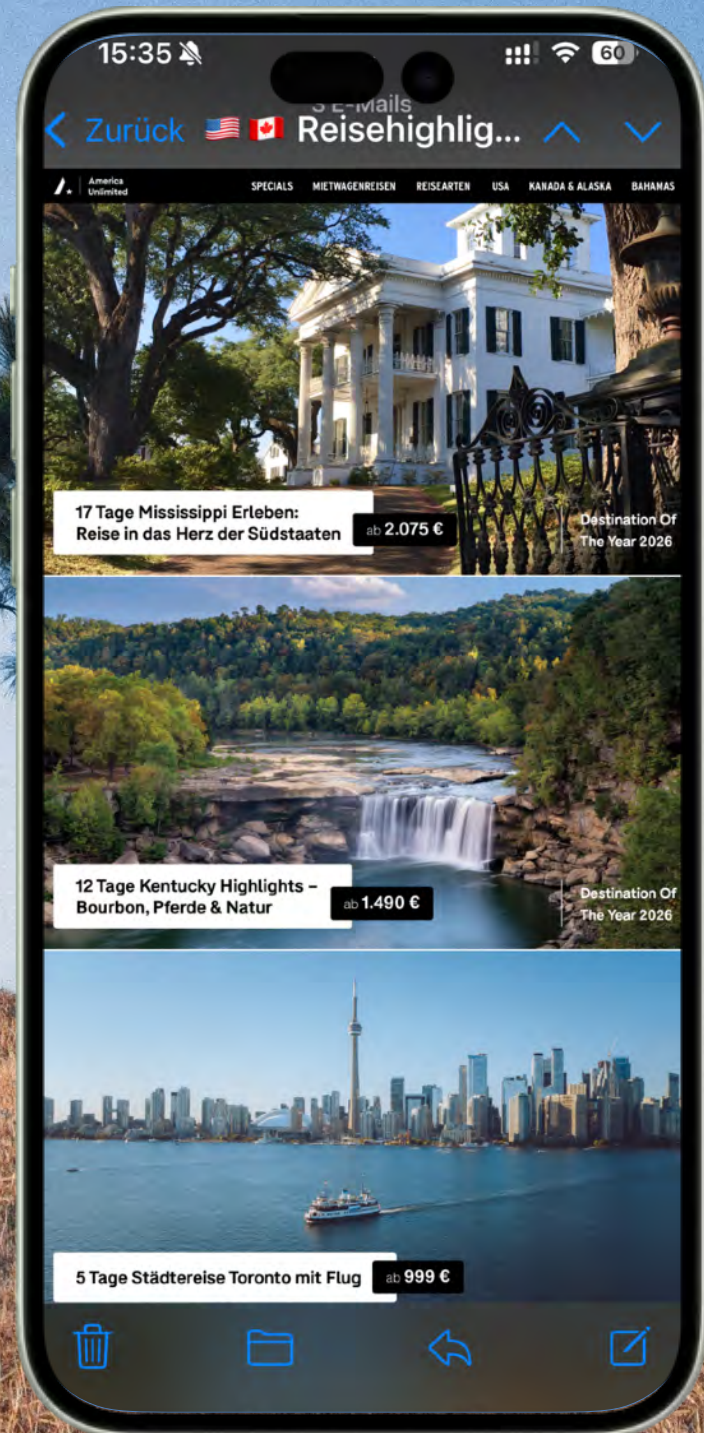




NEWSLETTER INCLUSION

December 2025 Newsletter
incl. Mississippi & Kentucky

Openrate: 34,7%
CTR: 17,2%
Subscribers: 175,000

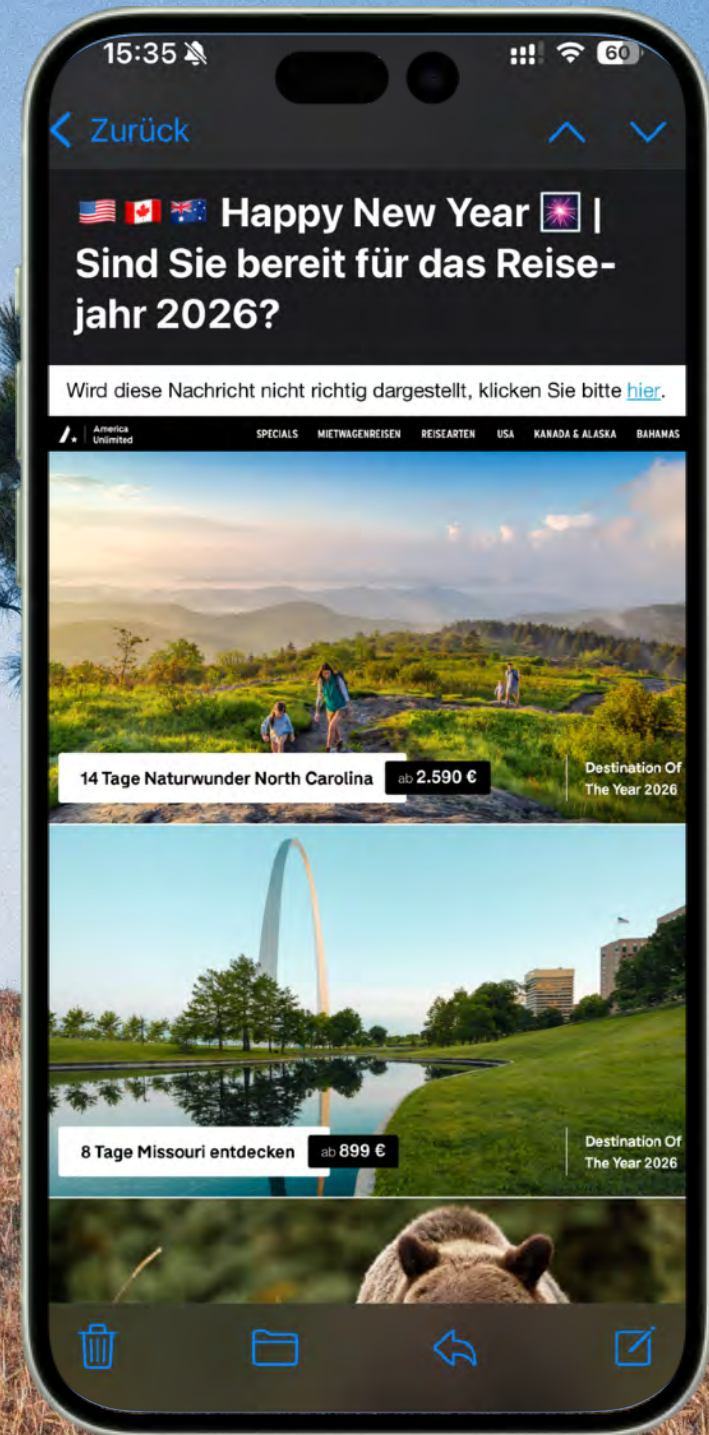




NEWSLETTER INCLUSION

January 2026 Newsletter
incl. North Carolina & Missouri

Openrate: 35,4%
CTR: 18,6%
Subscribers: 175,000





NEWSLETTER INCLUSION

February 2026 Newsletter
incl. South Carolina & Tennessee

Openrate: 32,1%
CTR: 16,7%
Subscribers: 175,000

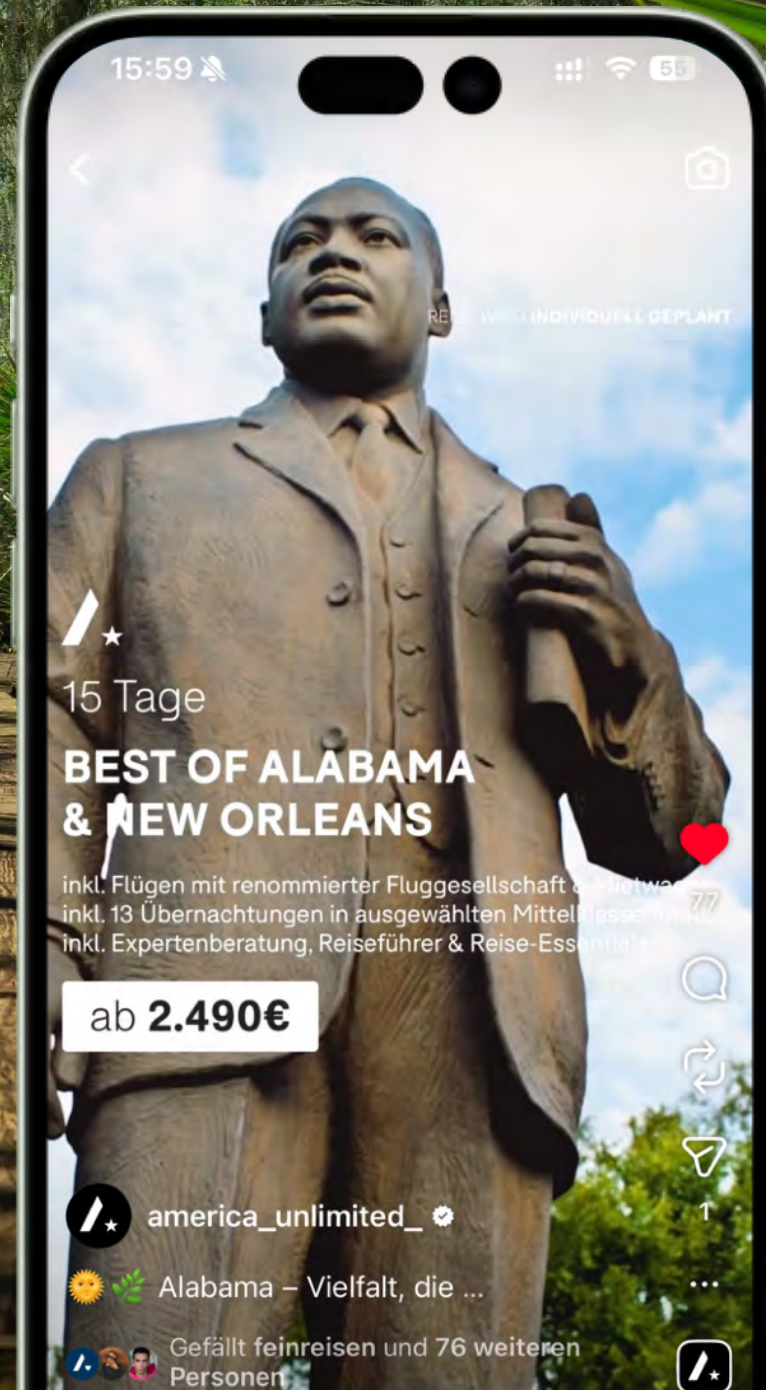


SOCIAL MEDIA CAMPAIGN

This campaign included the creation of an extended social media campaign where every partner state was featured. This campaign was designed to showcase unique attractions and drive traffic to the microsite and dedicated offers on our website. Key features:

- **High-Impact Content:** Each Reel, Story or Post highlighted captivating aspects of the destination, inspiring viewers to explore more.
- **Microsite Integration:** Clear calls-to-action and links guide viewers seamlessly from social media to in-depth itineraries on the microsite, creating a trackable path to potential bookings.
- **Strategic Promotion:** All posts were shared on our highly engaged Instagram and Facebook pages and boosted for wider reach, ensuring maximum visibility and viral potential.

This combined approach of organic reach and targeted promotion ensured a compelling campaign that engages both loyal followers and new audiences, driving significant traffic and interest in the Southern States.





ALABAMA SOCIAL MEDIA

Timing: January 26, 2026
Impressions: 78,502

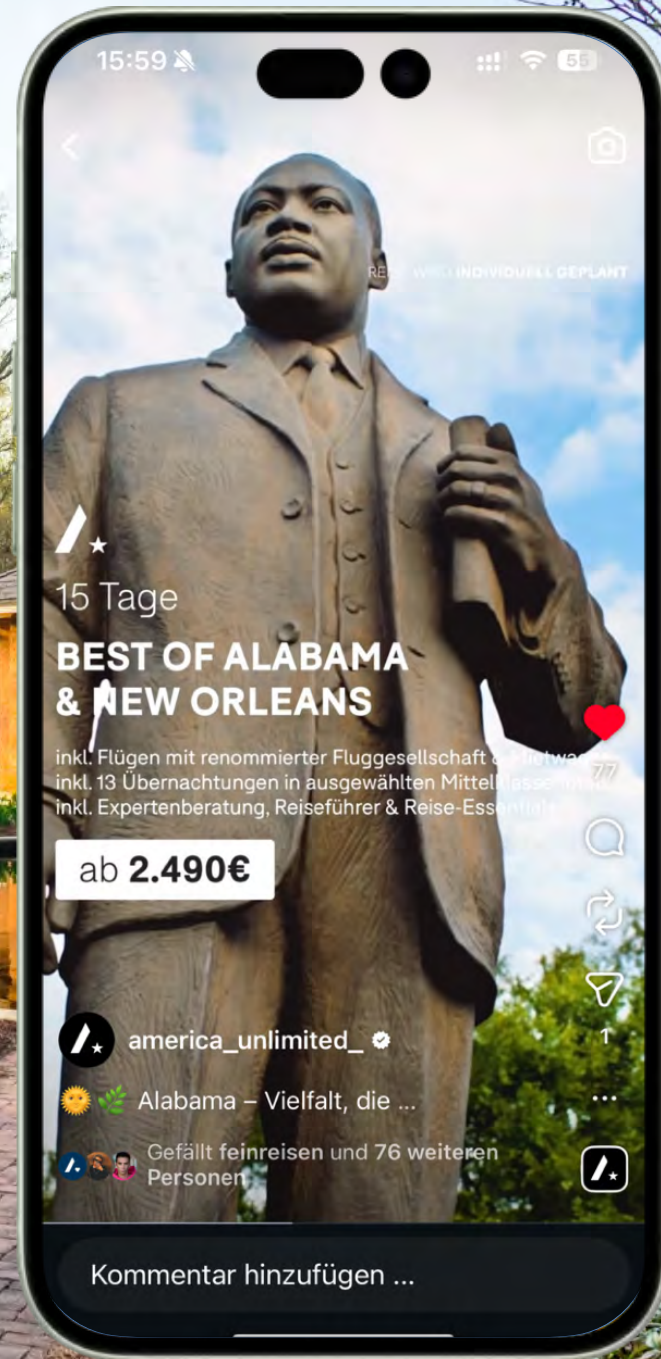


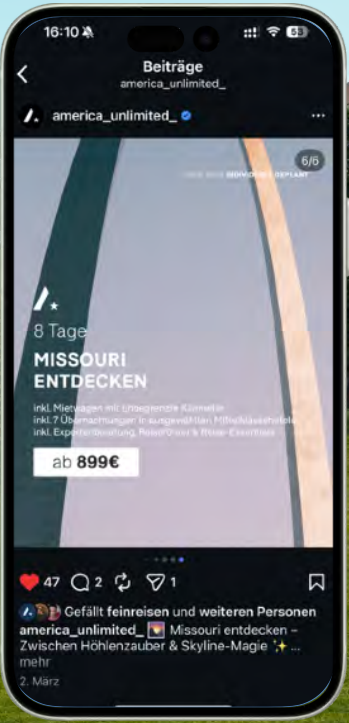
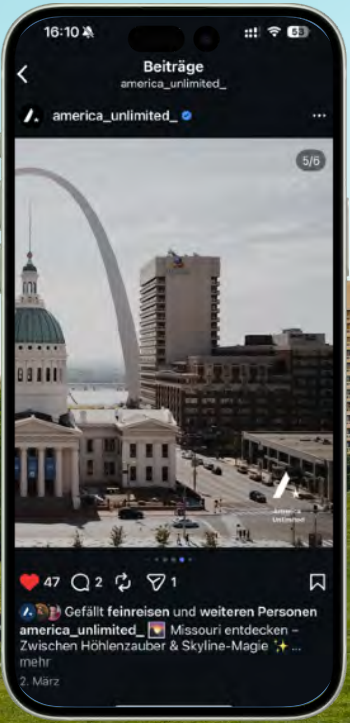
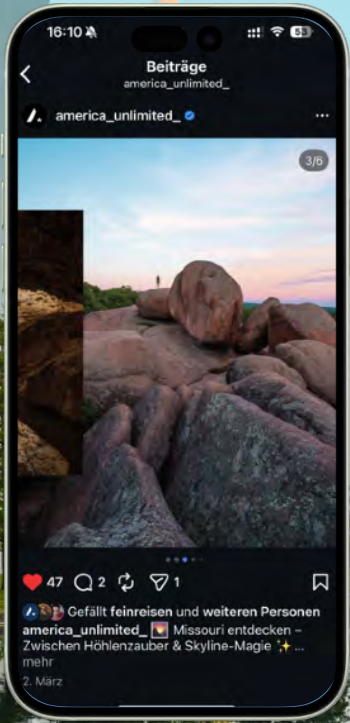
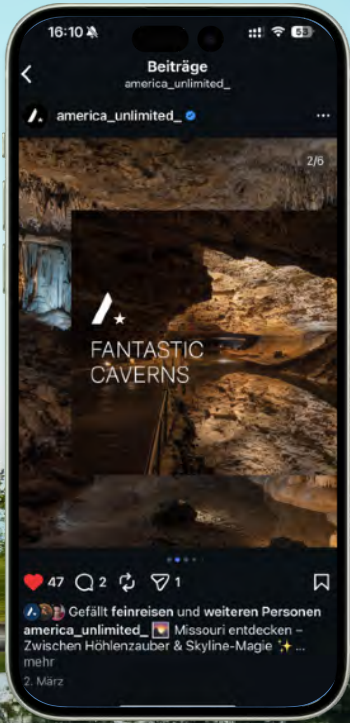
ALABAMA SOCIAL MEDIA

Timing: January 28, 2026
Impressions: 80,167

ALABAMA SOCIAL MEDIA

Timing: January 28, 2026
Impressions: 67,800





MISSOURI SOCIAL MEDIA

Timing: March 2nd, 2026
Impressions: 71,020



MISSOURI SOCIAL MEDIA

Timing: March 2nd, 2026
Impressions: 73,100



MISSOURI SOCIAL MEDIA

Timing: March 4, 2026

Impressions: 67,560



NORTH CAROLINA SOCIAL MEDIA

Timing: March 31, 2026
Impressions: 76,502



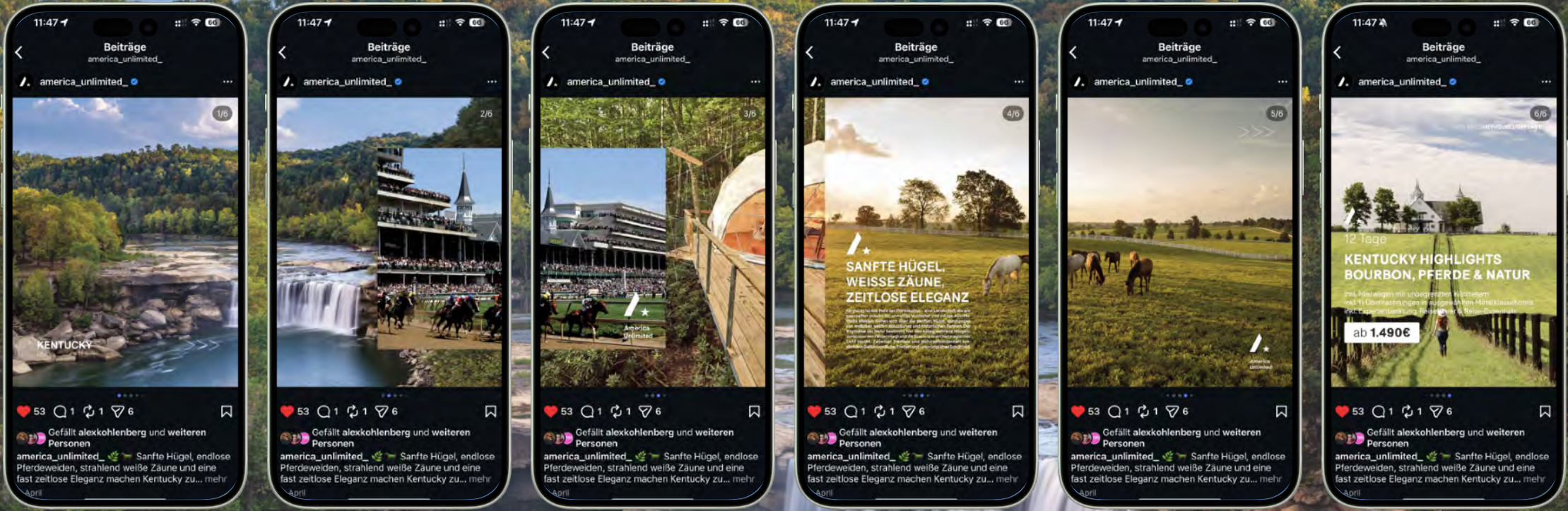
NORTH CAROLINA SOCIAL MEDIA

Timing: April 1, 2026
Impressions: 63,013



NORTH CAROLINA SOCIAL MEDIA

Timing: April 2, 2026
Impressions: 64,690



KENTUCKY SOCIAL MEDIA

Timing: April 7, 2026
Impressions: 67,024



KENTUCKY SOCIAL MEDIA

Timing: April 10, 2026
Impressions: 96,400





KENTUCKY SOCIAL MEDIA

Timing: April 12, 2026
Impressions: 71,030



LOUISIANA SOCIAL MEDIA

Timing: April 16, 2026
Impressions: 59,160

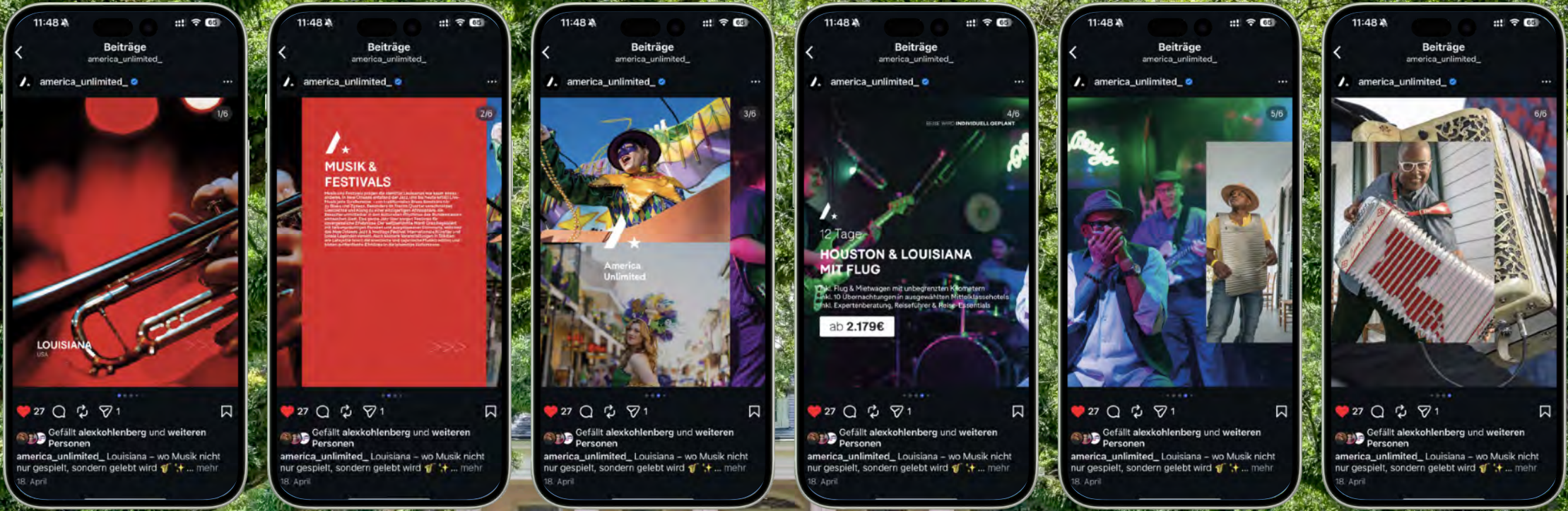




LOUISIANA SOCIAL MEDIA

Timing: April 17, 2026
 Impressions: 75,300





LOUISIANA SOCIAL MEDIA

Timing: April 18, 2026
Impressions: 79,600





MISSISSIPPI SOCIAL MEDIA

Timing: April 30, 2026
Impressions: 65,200





MISSISSIPPI SOCIAL MEDIA

Timing: Mai 1, 2026
Impressions: 52,300



MISSISSIPPI SOCIAL MEDIA

Timing: Mai 2, 2026
Impressions: 53,105



SOUTH CAROLINA SOCIAL MEDIA

Timing: Mai 8, 2026
Impressions: 64,749



SOUTH CAROLINA SOCIAL MEDIA

Timing: Mai 9, 2026

Impressions: 61,790



TENNESSEE SOCIAL MEDIA

Timing: Mai 12, 2026
Impressions: 56,642



TENNESSEE SOCIAL MEDIA

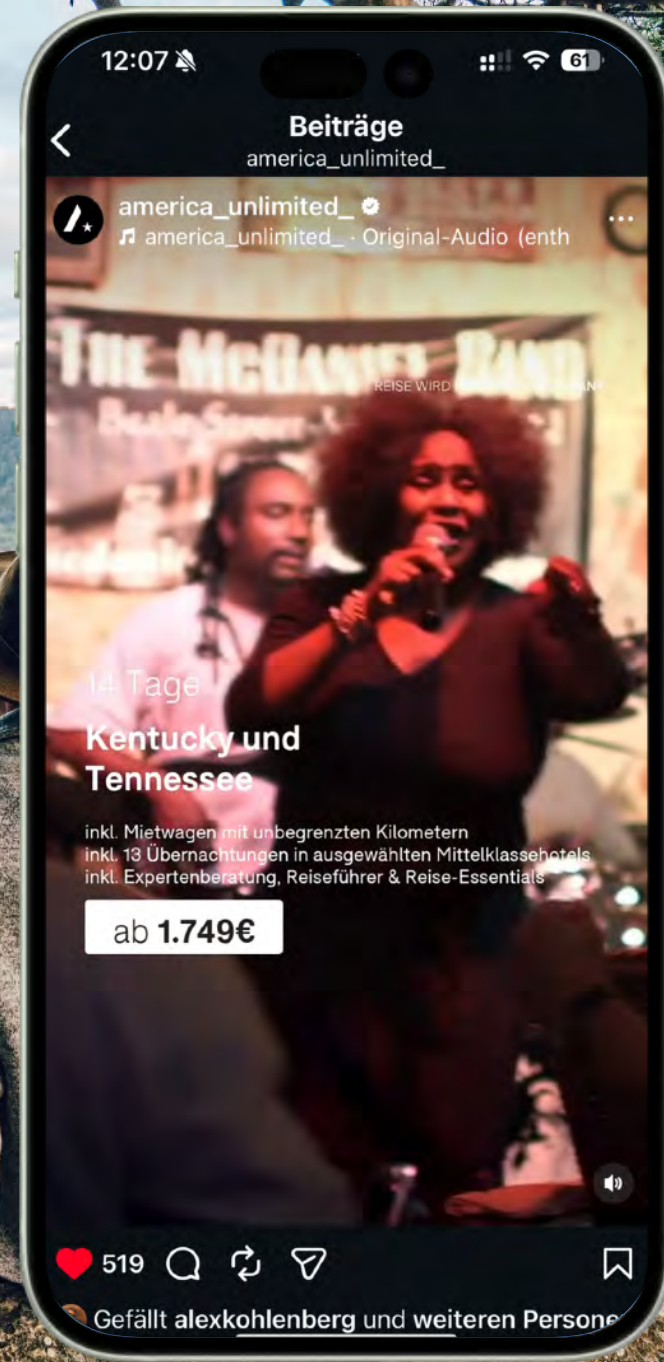
Timing: Mai 13, 2026
Impressions: 53,420





TENNESSEE SOCIAL MEDIA

Timing: Mai 14, 2026
Impressions: 63,400





63k
Followers



5.1%
Engagement Rate



52%
between 25-44 years



52%
Women



48%
Men

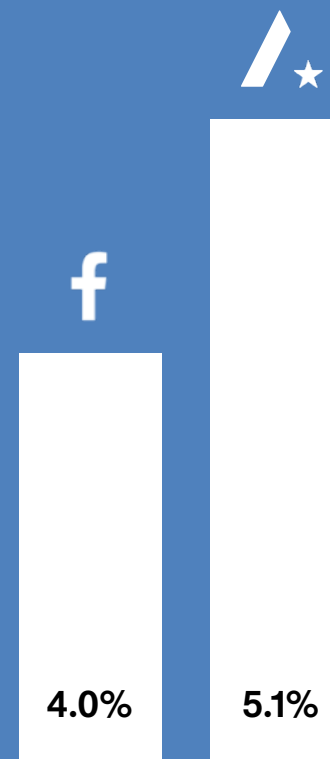


OUR FACEBOOK INSIGHTS

Facebook, as Germany's most frequented social network, provides unparalleled access to potential travelers. With **32 million active users**, approximately one-third of the country's population, it serves as a key platform for engaging with your target audience.

America Unlimited's social media channels are among the most influential hubs for US travel inspiration, boasting an **above-average engagement rate**. Our followers are equally split between male and female, have a young average age, and exhibit a strong passion for travel to the United States and Canada. While most followers reside in Germany, our reach also extends significantly into Austria and Switzerland, providing access to a broader audience across German-speaking regions.

By leveraging our social media platforms, combined with targeted promotions, we ensure that your destination captures the attention of an engaged and highly relevant audience, driving traffic to the microsite and converting interest into actionable inquiries and bookings.



Average Engagement Rate by Reach (ERR)

GERMANY'S
LARGEST
USA
ENTHUSIAST
COMMUNITY
ON
FACEBOOK



45,6k
Followers



4.1%
Engagement Rate



61%
between 25-44 years



55%
Women



45%
Men

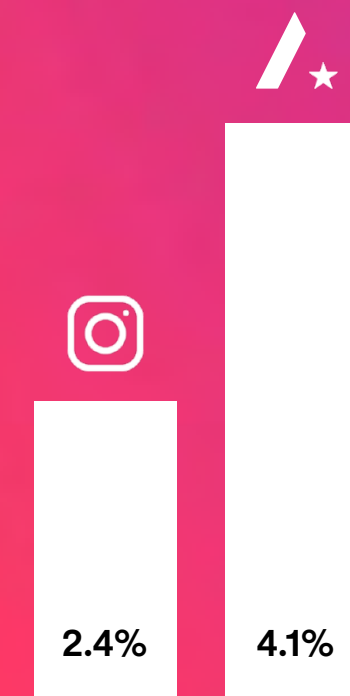


OUR INSTAGRAM INSIGHTS

As Germany's **second most-used social media platform**, Instagram is an essential tool for connecting with a younger audience eager to discover visually appealing content. It excels at building brand awareness and inspiring potential travelers through engaging visuals and stories.

America Unlimited's Instagram channel stands out as a premier hub for U.S. travel enthusiasts, boasting an **above-average engagement rate**. Our followers are equally split between male and female, have a very young average age, and are highly passionate about travel to the United States and Canada.

While the majority of our audience resides in Germany, a significant portion also comes from Austria and Switzerland, ensuring a broad reach across the German-speaking regions. By utilizing Instagram's dynamic platform, we maximize the potential to captivate this visually driven audience, driving interest, awareness, and ultimately traffic to the microsites and offers.



Average Engagement Rate by Reach (ERR)



STATE PACKAGE IN NUMBERS

Microsite total

~ 3,315 Million impressions

Newsletter

4 x 175,000 subscribers = 700,000

Social Media total

~ 1,621 Million Impressions

TOTAL
REACH

~ **5,636,000**



HOW OUR CAMPAIGN WORKED



STATE PACKAGE

State package



DMO PACKAGE

DMO package

\$170,000 SPEND UNLOCKS



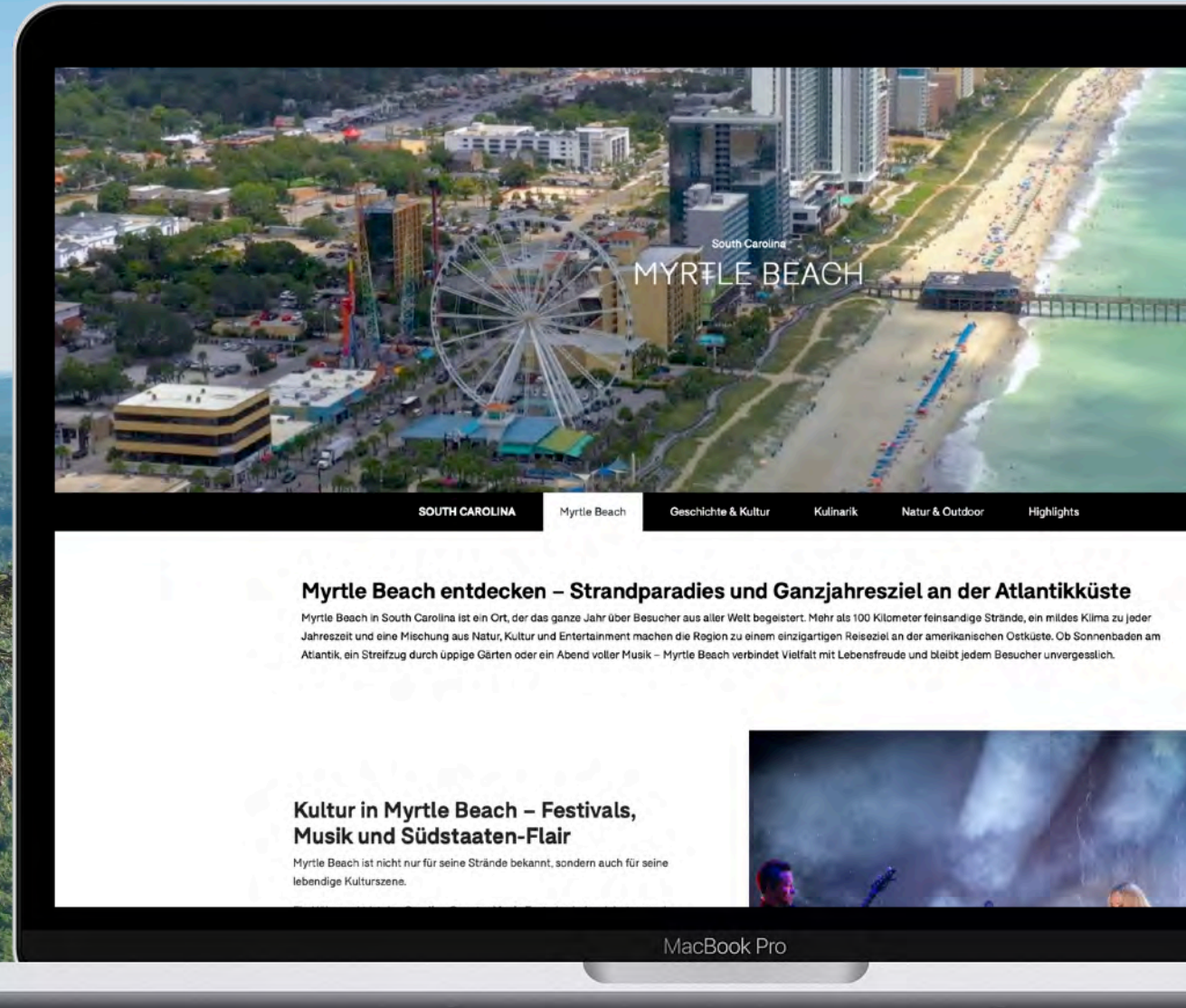
AMERICA UNLIMITED
DESTINATION OF THE YEAR 2026

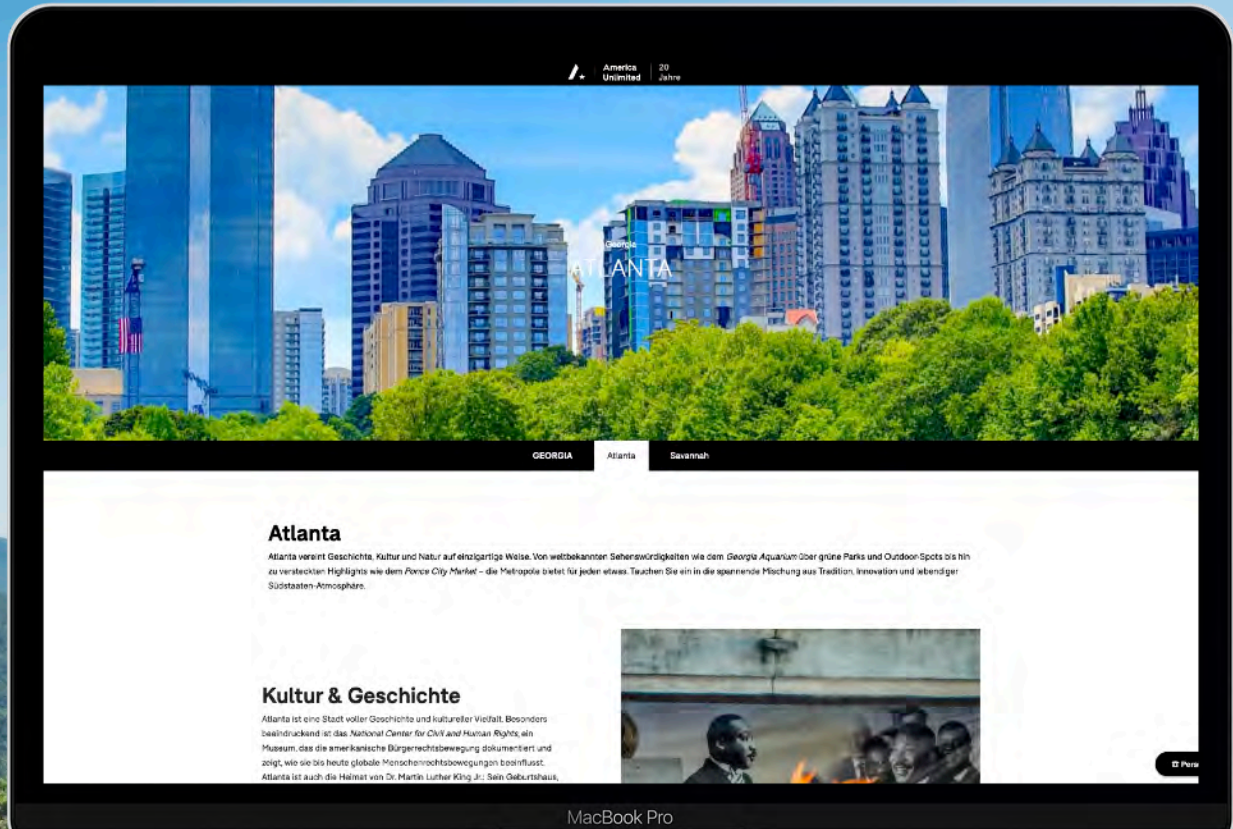
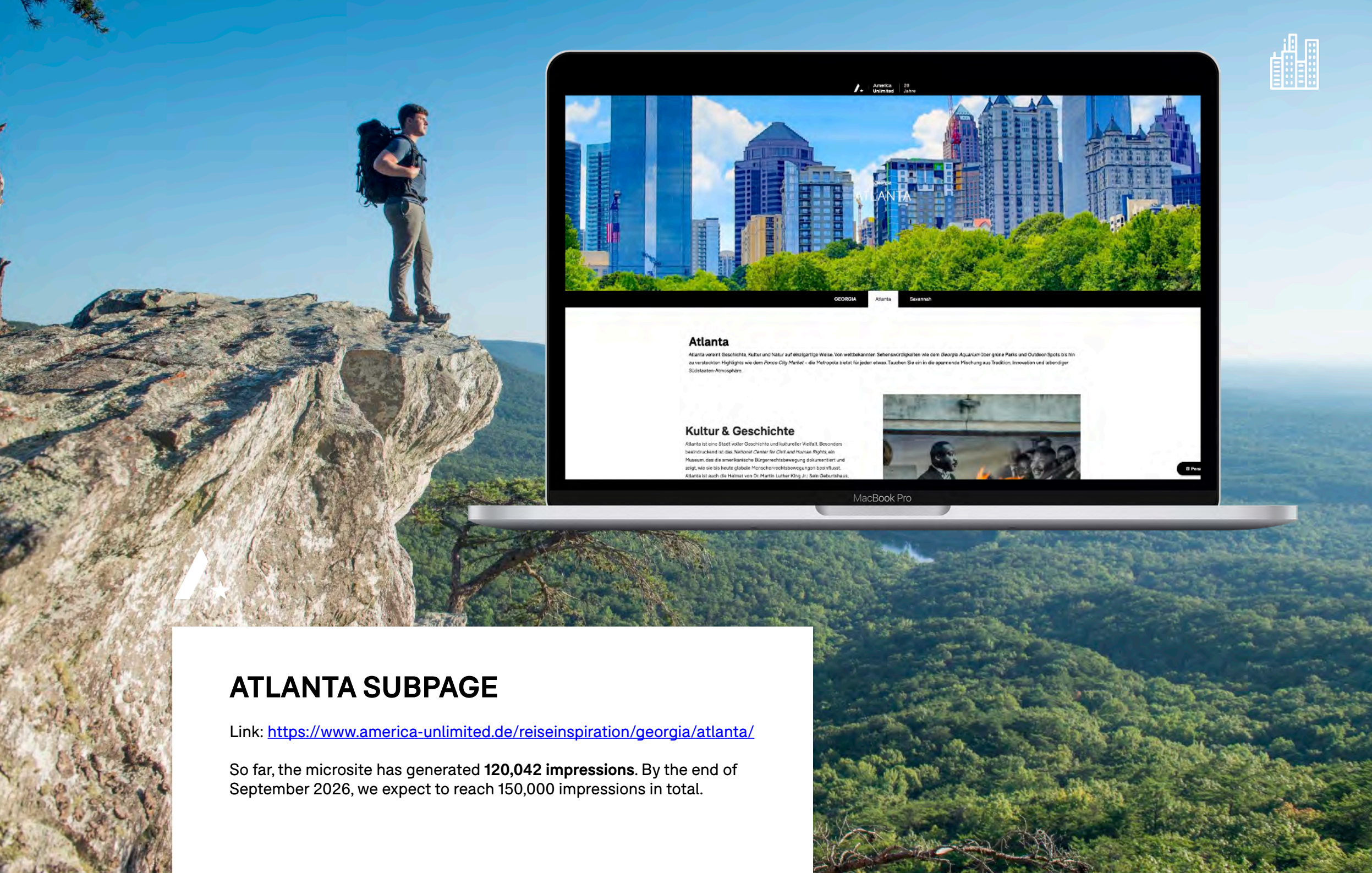


MICROSITE SUBPAGE

The DMO Partner received a dedicated subpage on the state's microsite. This subpage featured photos, text, and video content, allowing the DMO Partner to showcase their offerings effectively. Additionally, targeted Google Ads drove traffic to the page, maximizing visibility and engagement.

The subpage contains engaging texts, stunning visuals, and curated itineraries that highlight the best of the Southern States & Cities, from iconic sights to hidden gems, providing inspiration and practical guidance for planning their perfect trip.

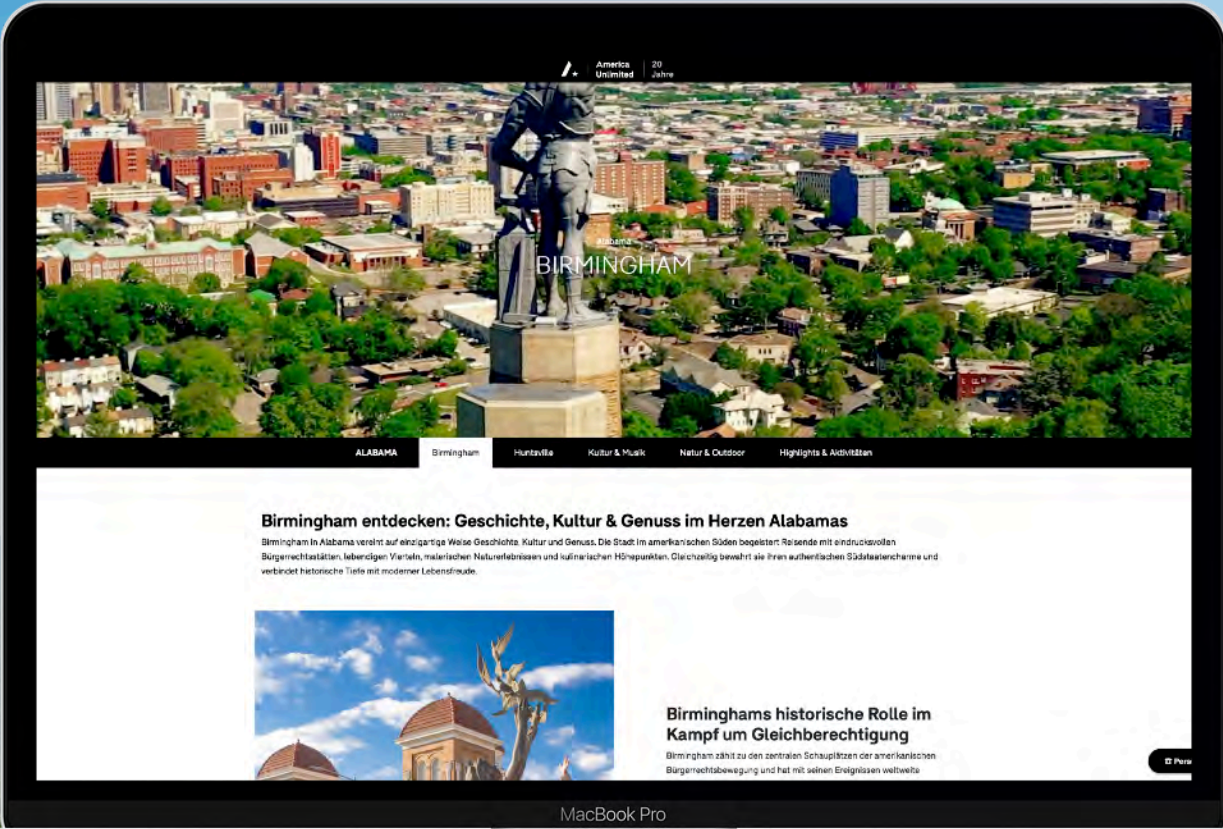
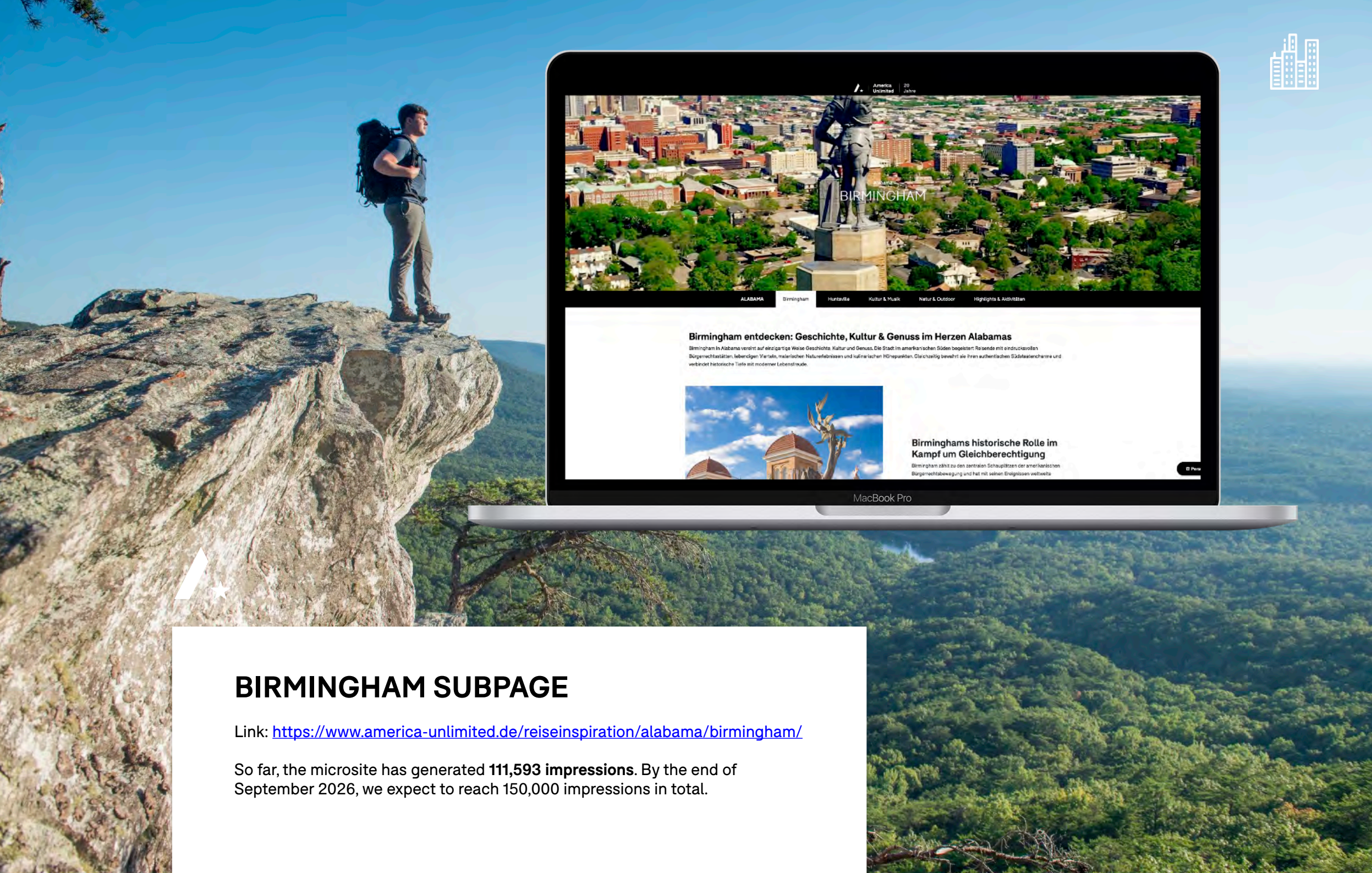




ATLANTA SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/georgia/atlanta/>

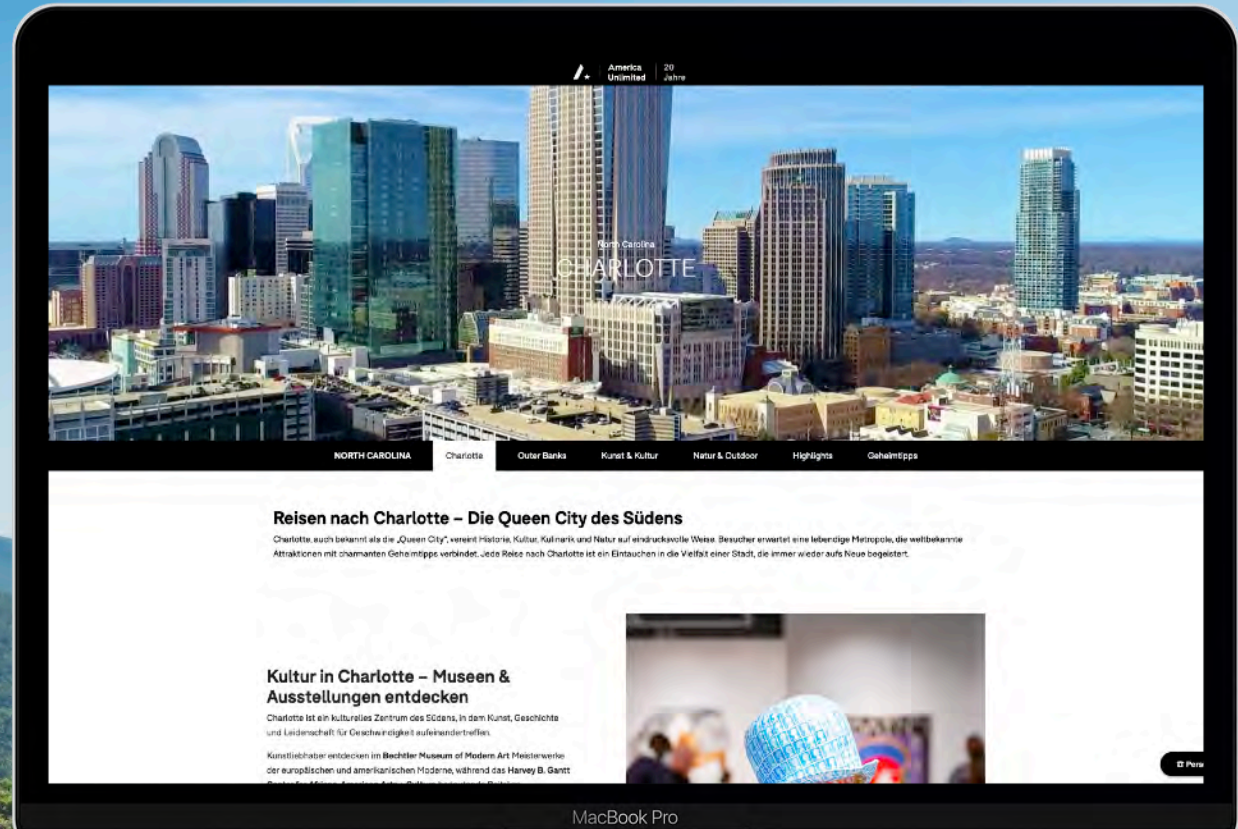
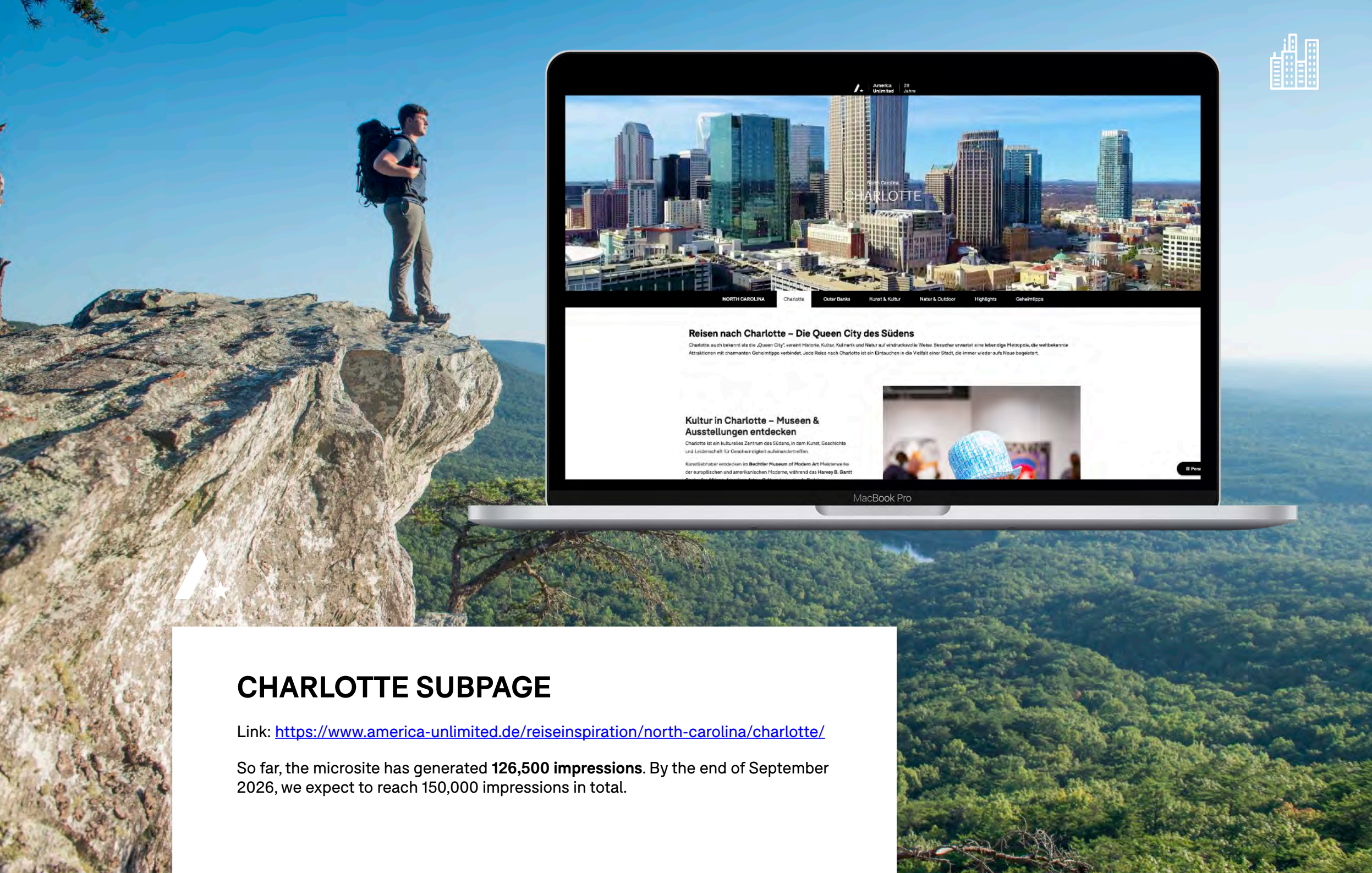
So far, the microsite has generated **120,042 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



BIRMINGHAM SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/alabama/birmingham/>

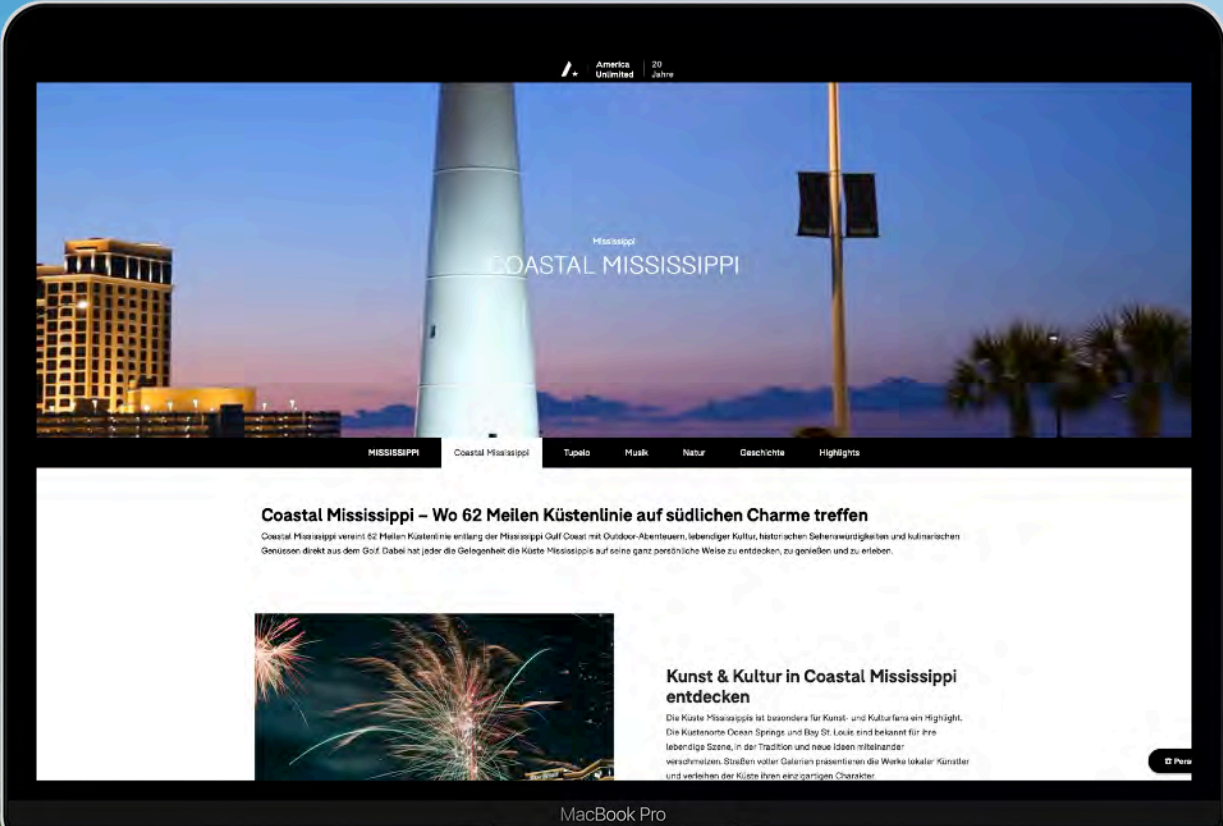
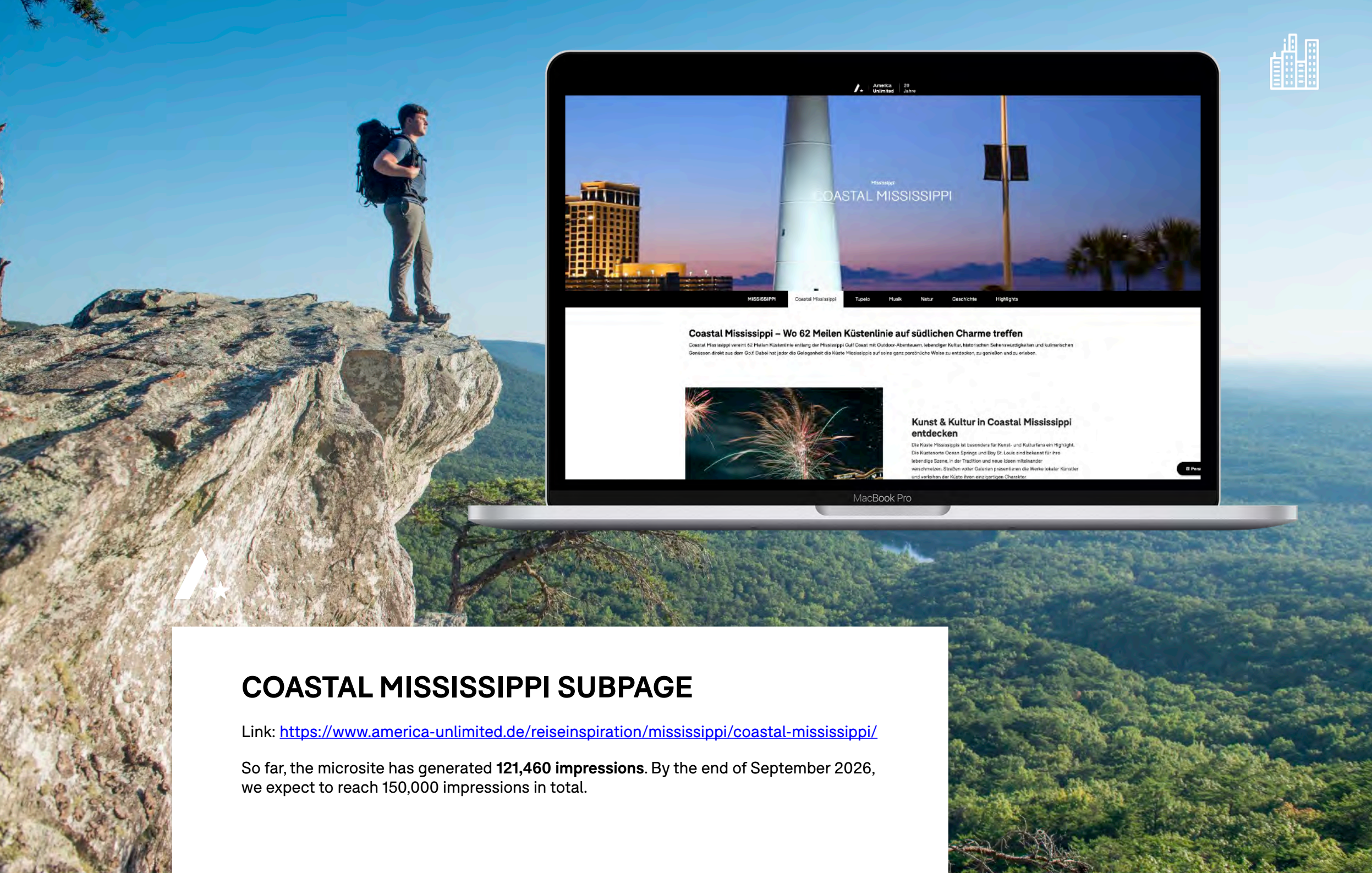
So far, the microsite has generated **111,593 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



CHARLOTTE SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/north-carolina/charlotte/>

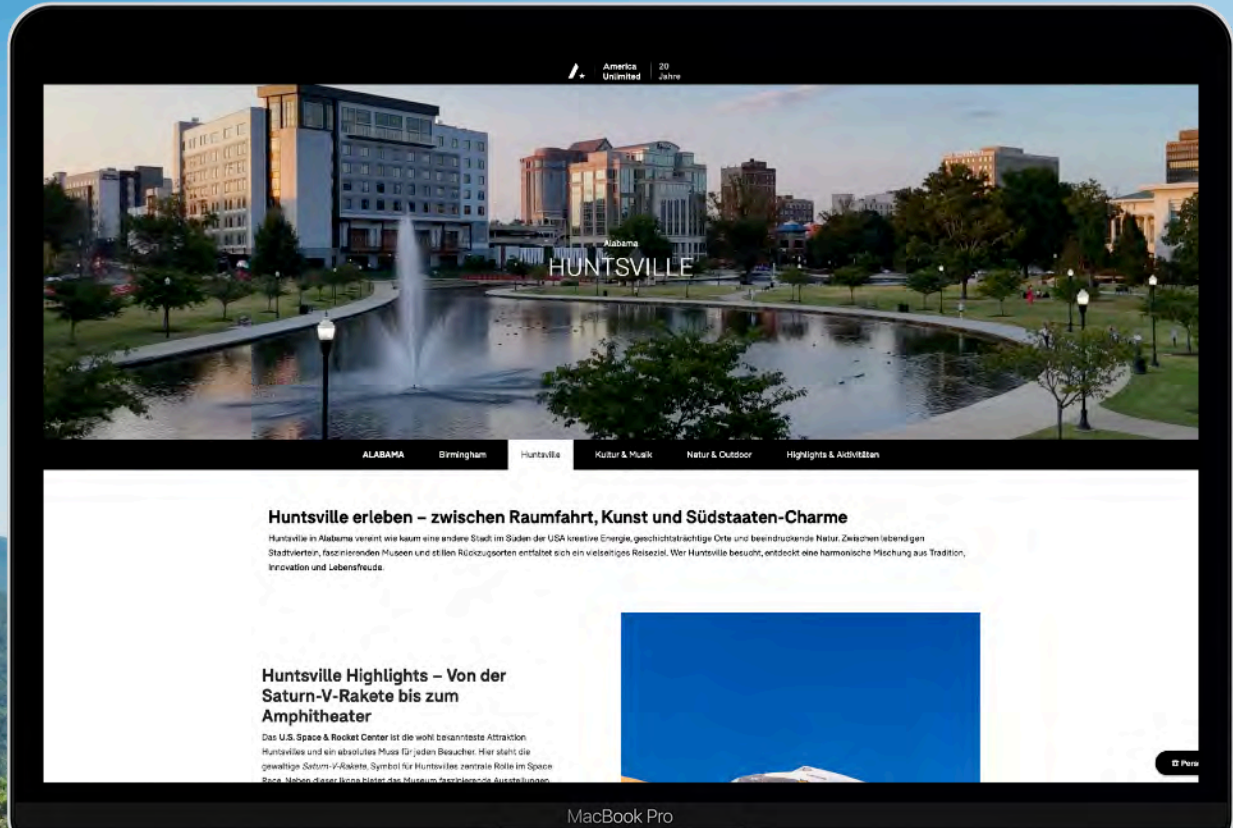
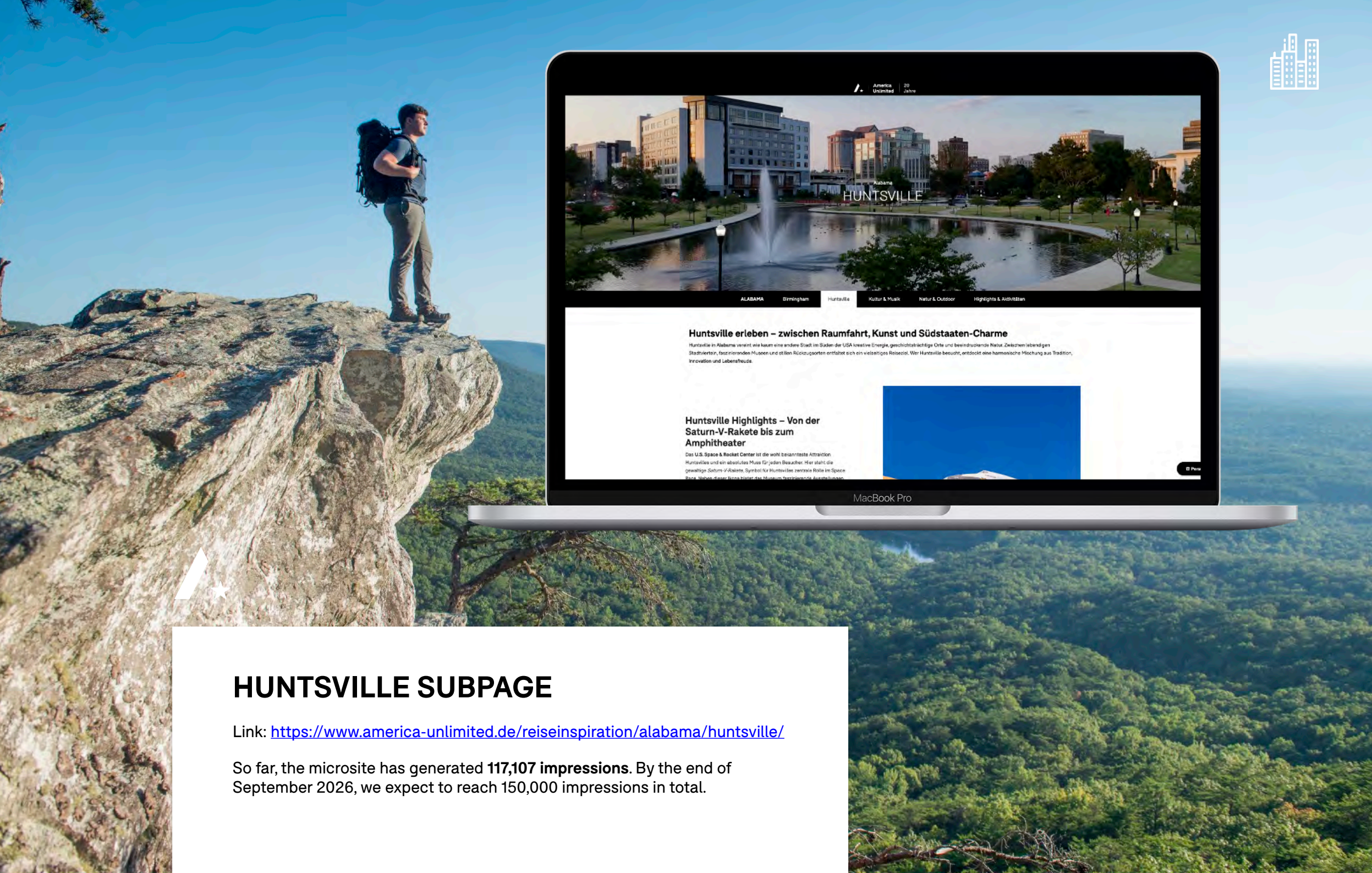
So far, the microsite has generated **126,500 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



COASTAL MISSISSIPPI SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/mississippi/coastal-mississippi/>

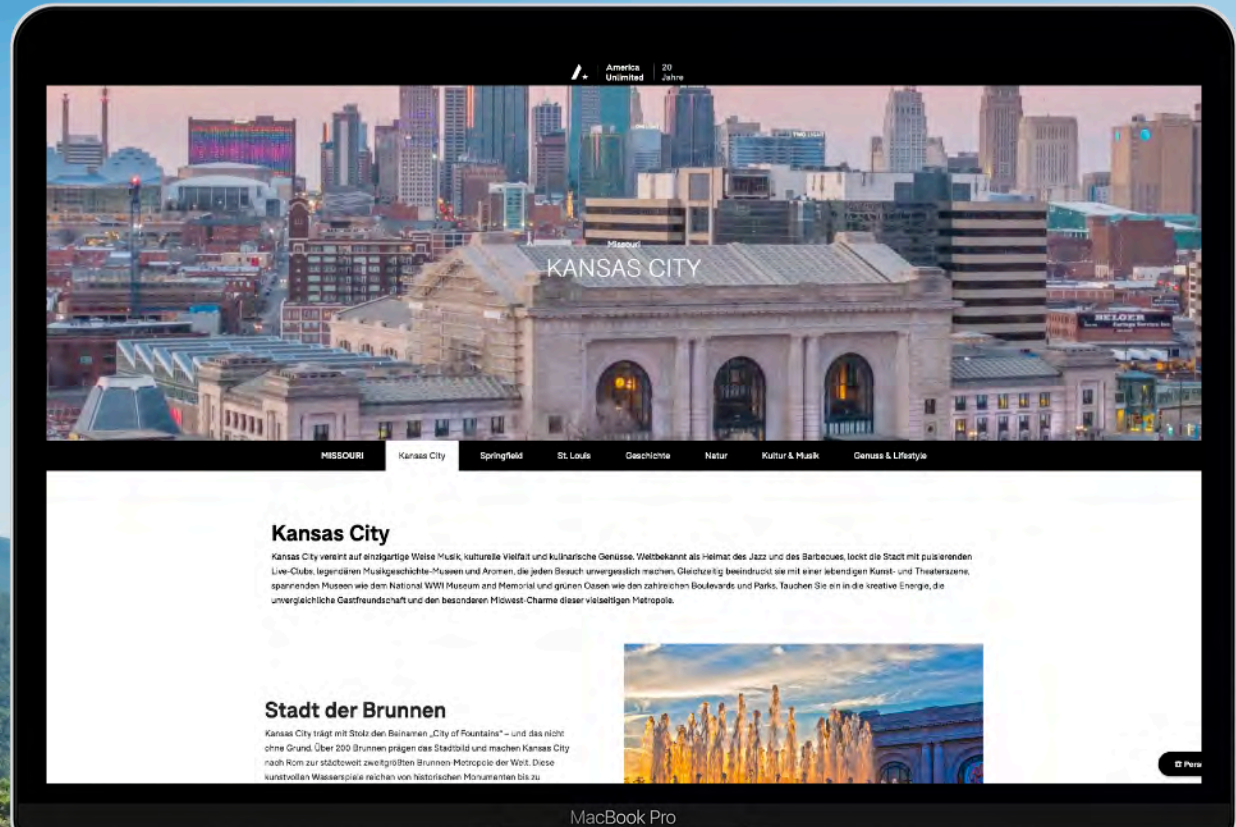
So far, the microsite has generated **121,460 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



HUNTSVILLE SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/alabama/huntsville/>

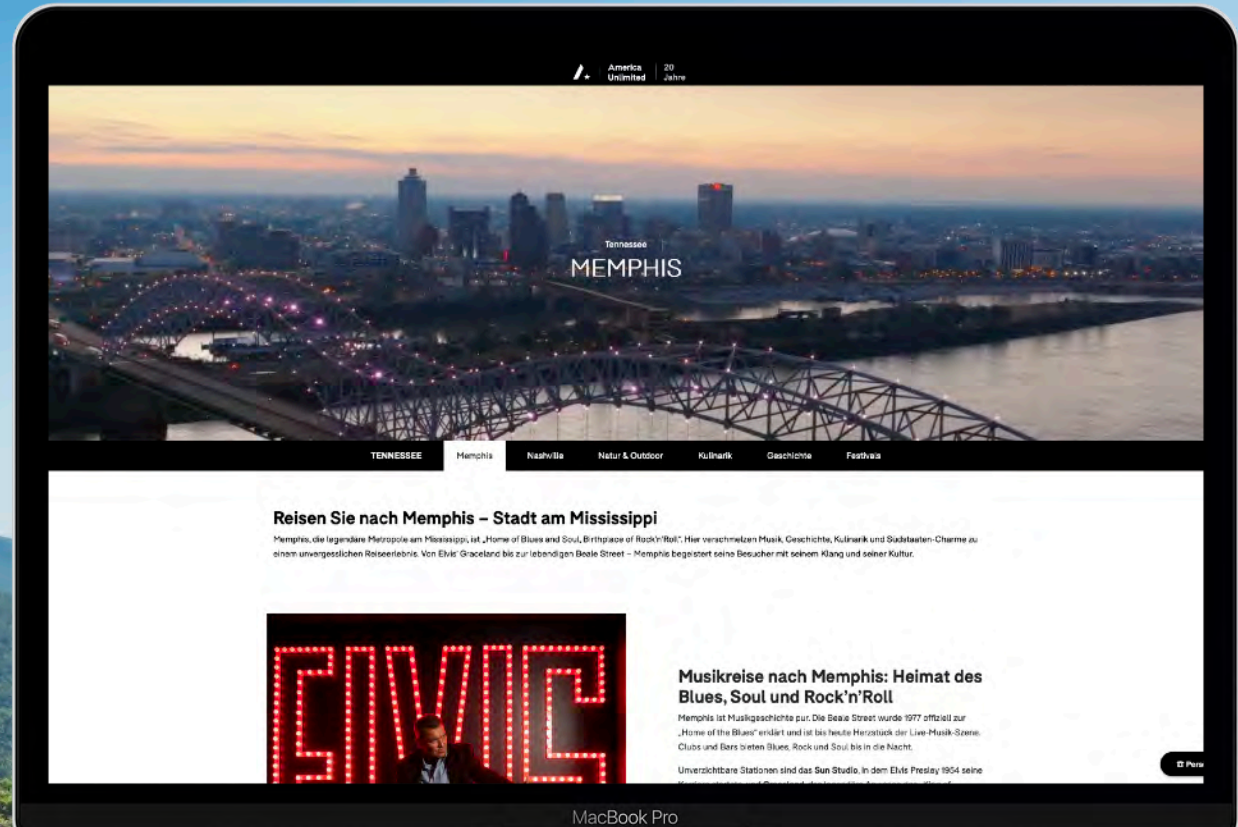
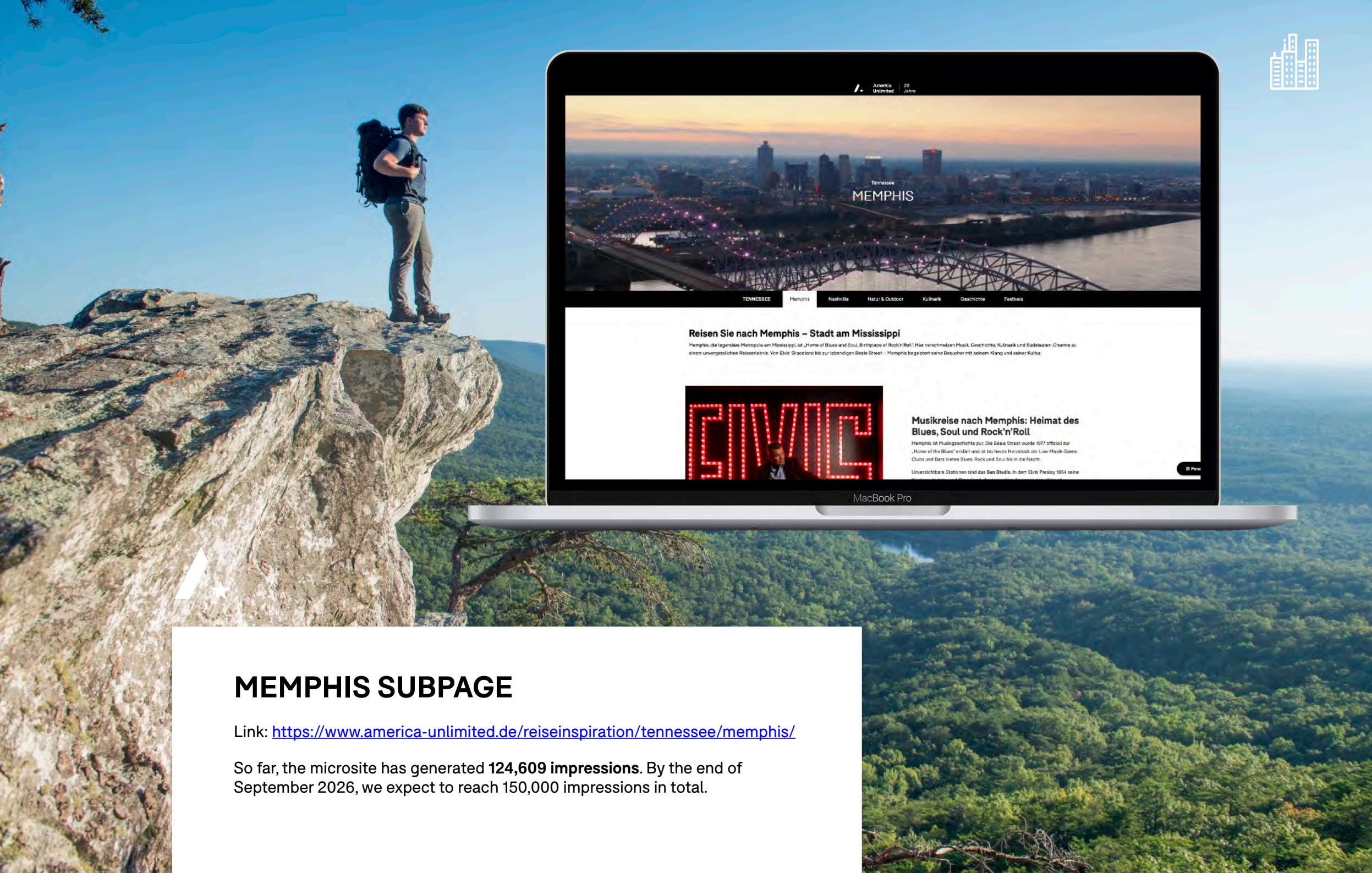
So far, the microsite has generated **117,107 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



KANSAS CITY SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/missouri/kansas-city/>

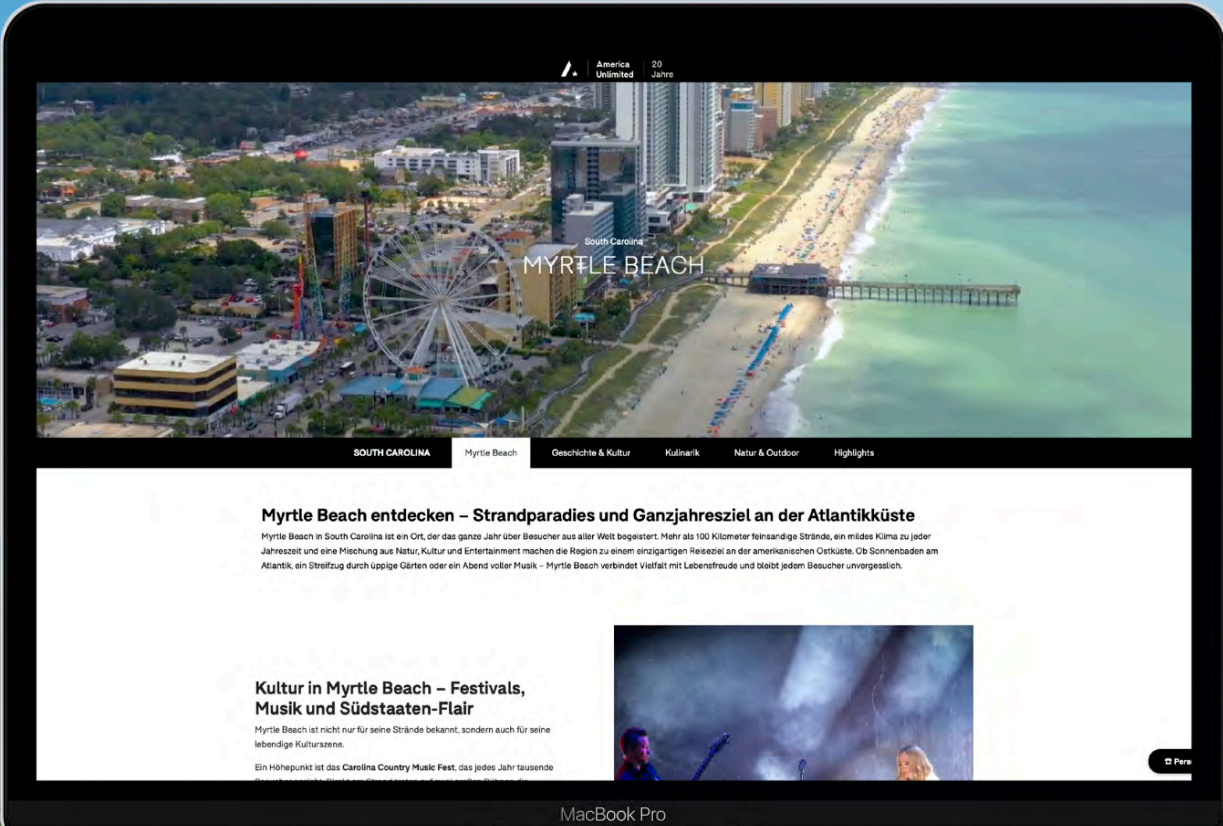
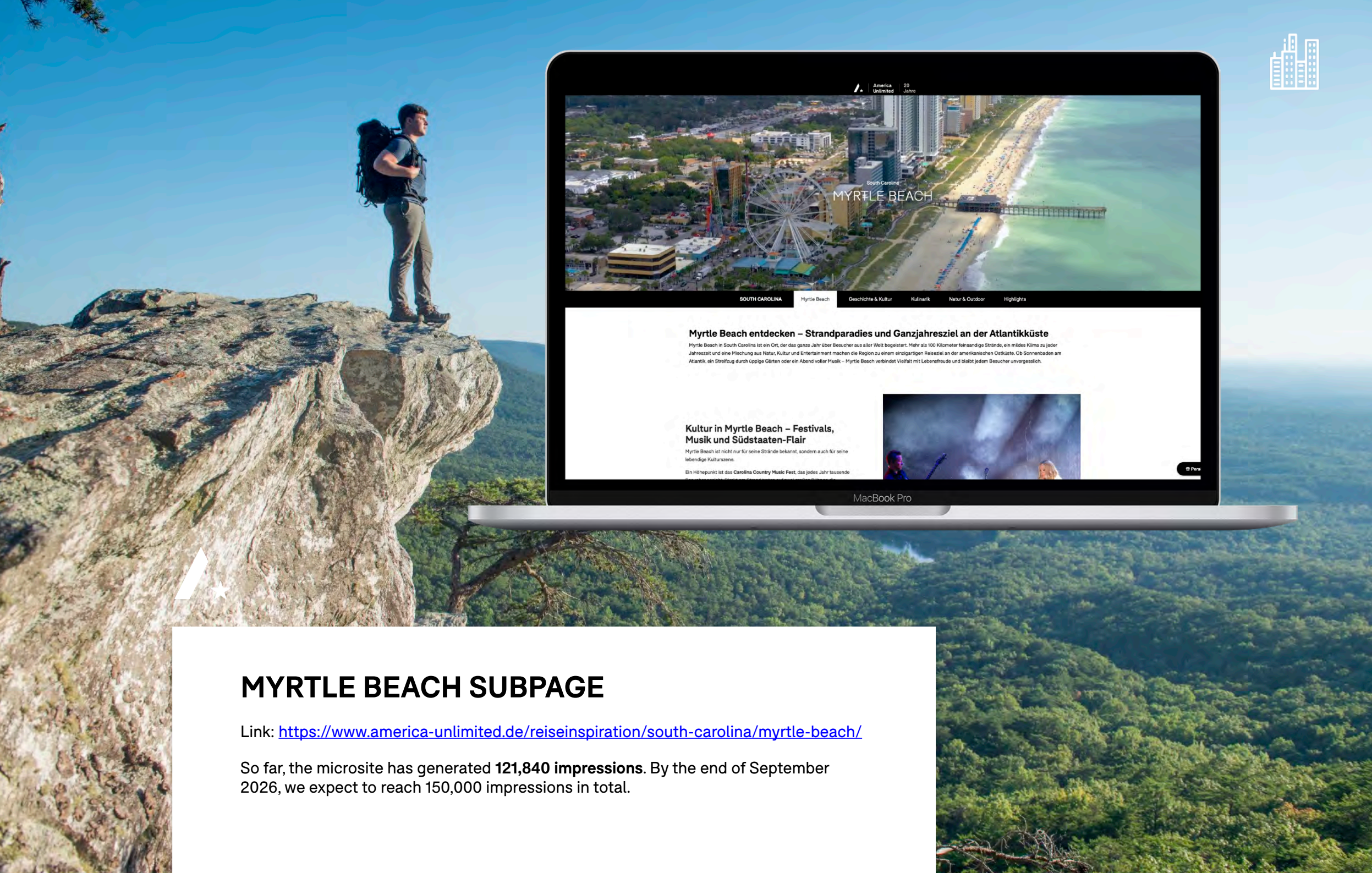
So far, the microsite has generated **132,108 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



MEMPHIS SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/tennessee/memphis/>

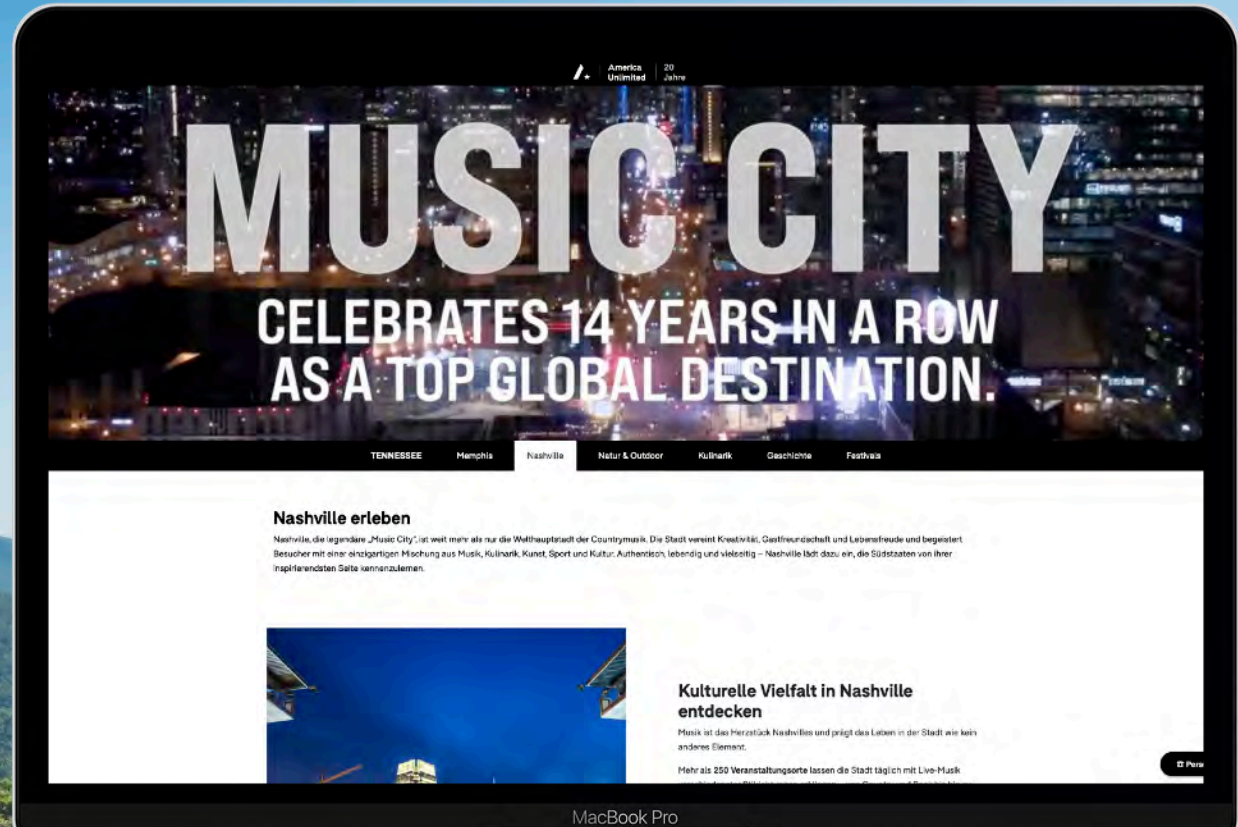
So far, the microsite has generated **124,609 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



MYRTLE BEACH SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/south-carolina/myrtle-beach/>

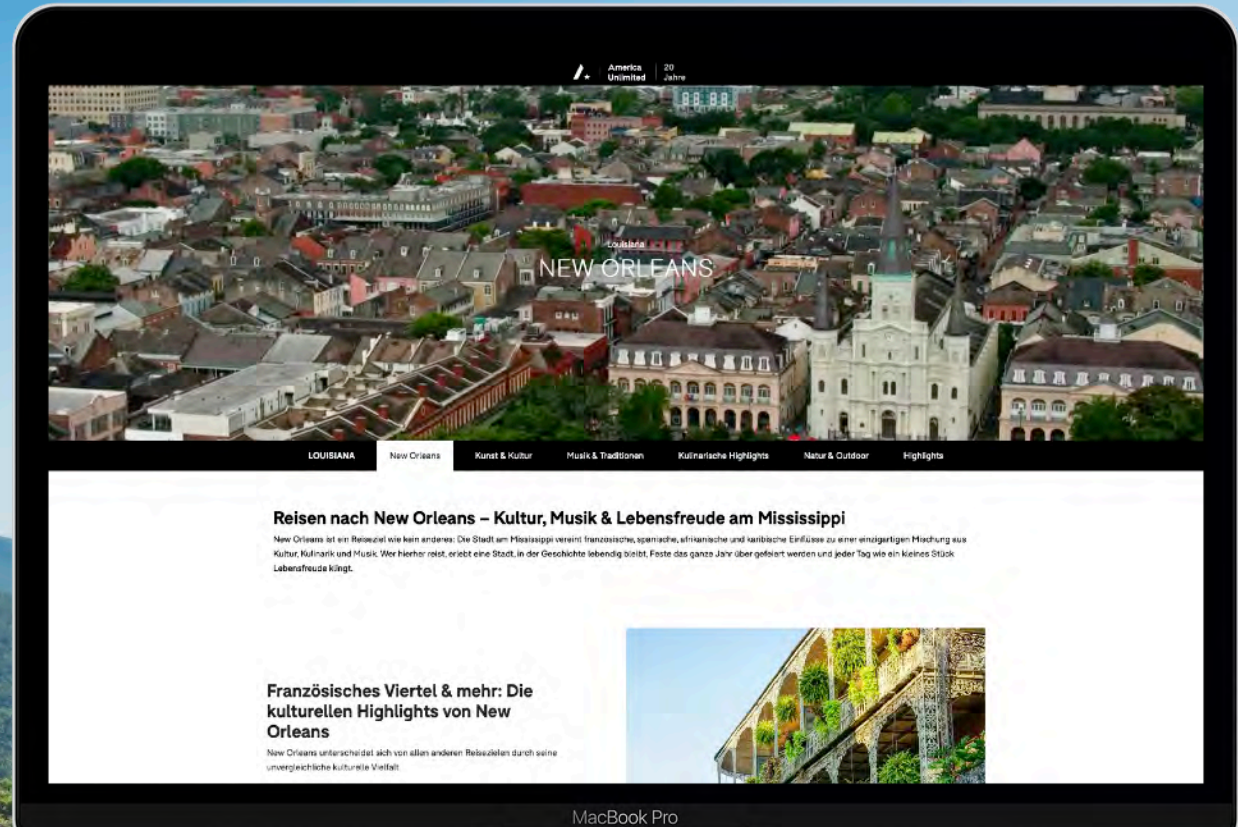
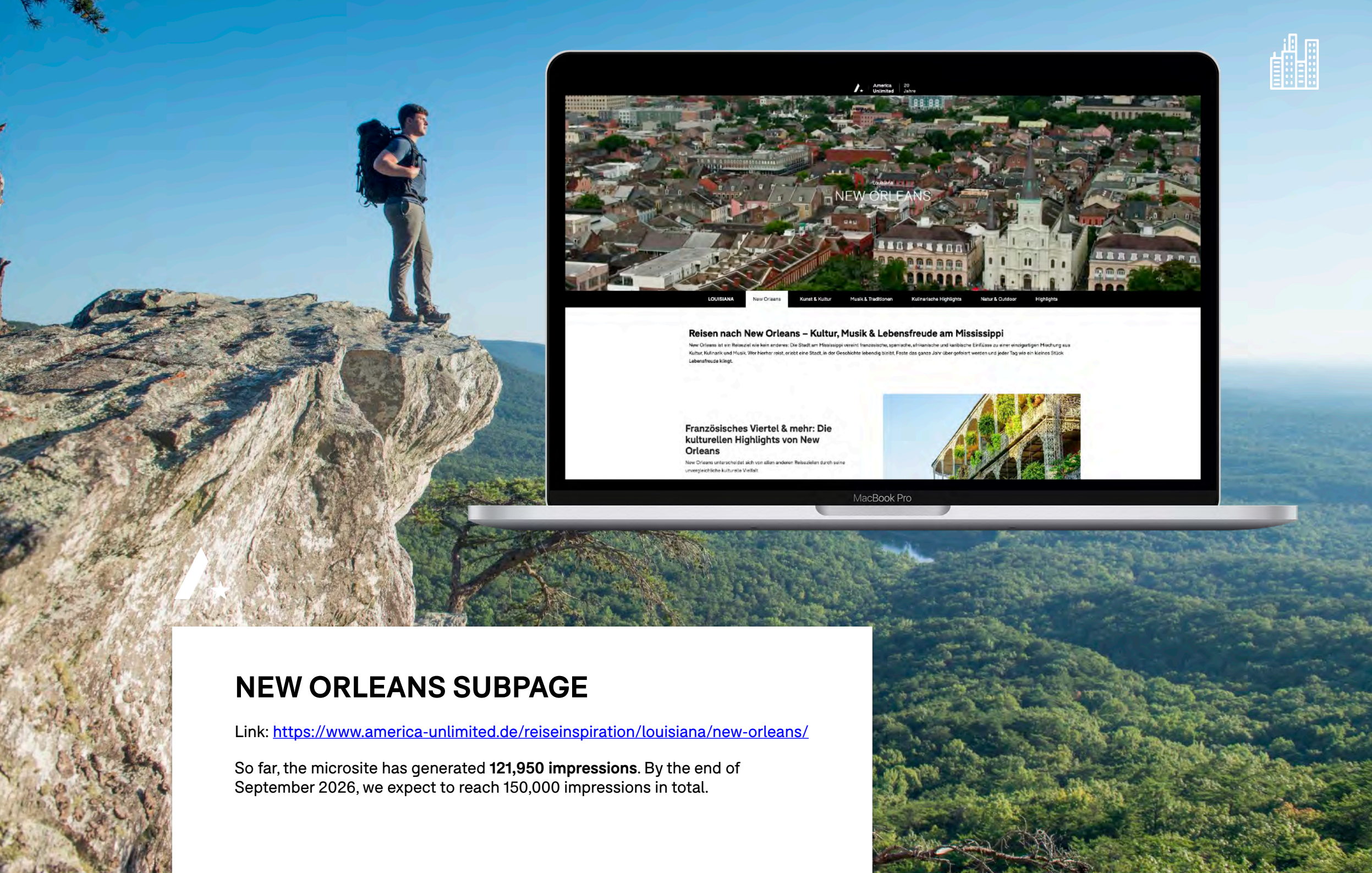
So far, the microsite has generated **121,840 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



NASHVILLE SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/tennessee/nashville/>

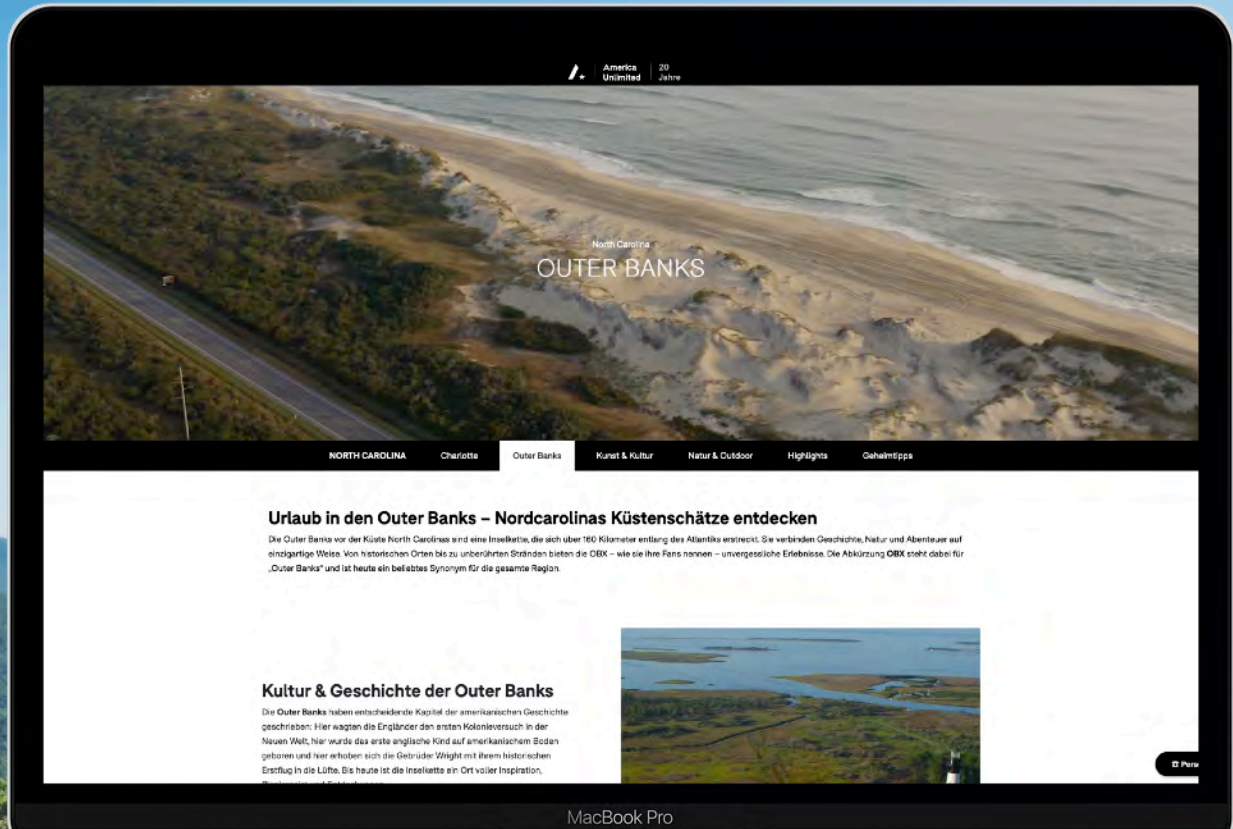
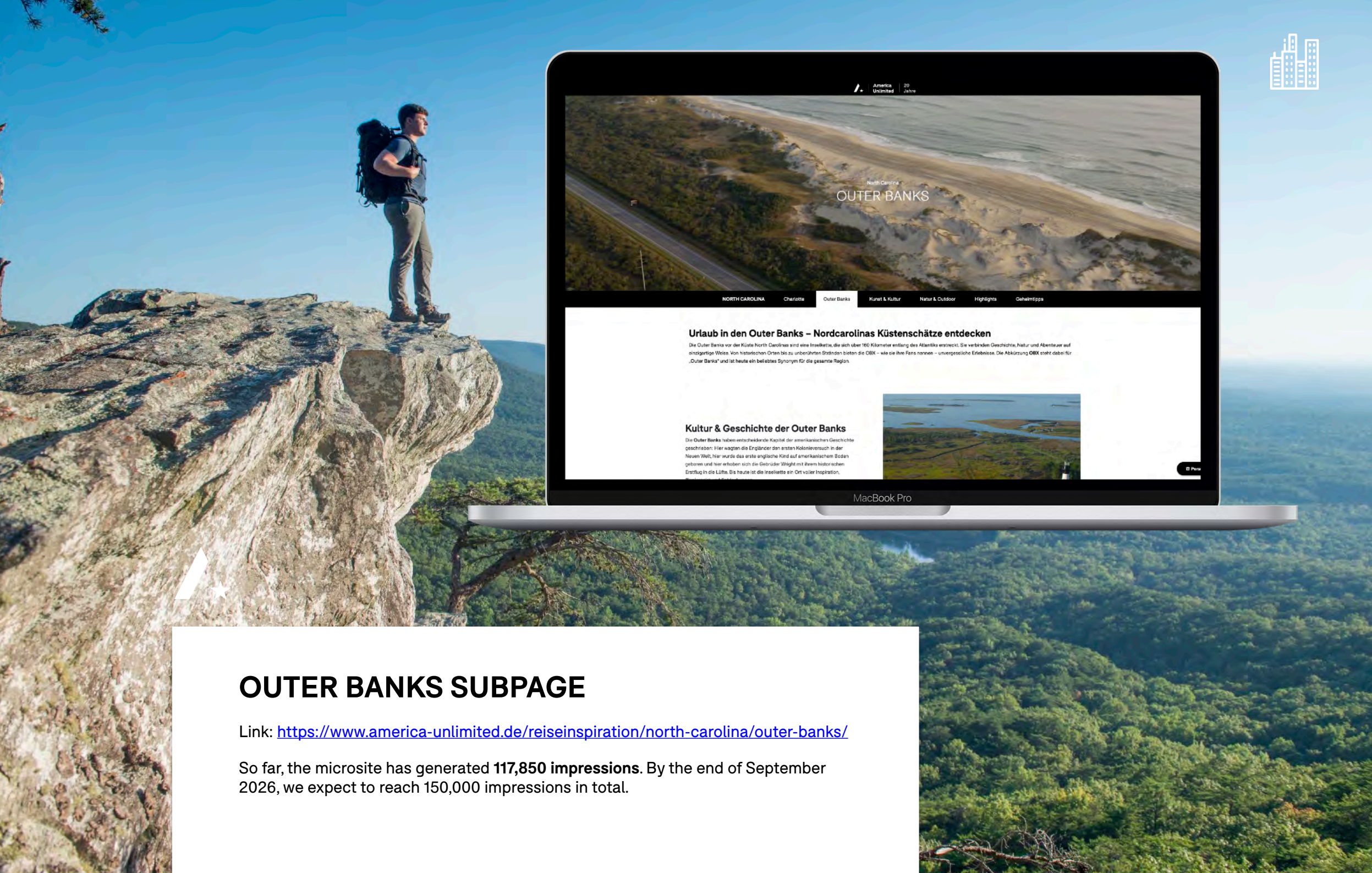
So far, the microsite has generated **125,457 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



NEW ORLEANS SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/louisiana/new-orleans/>

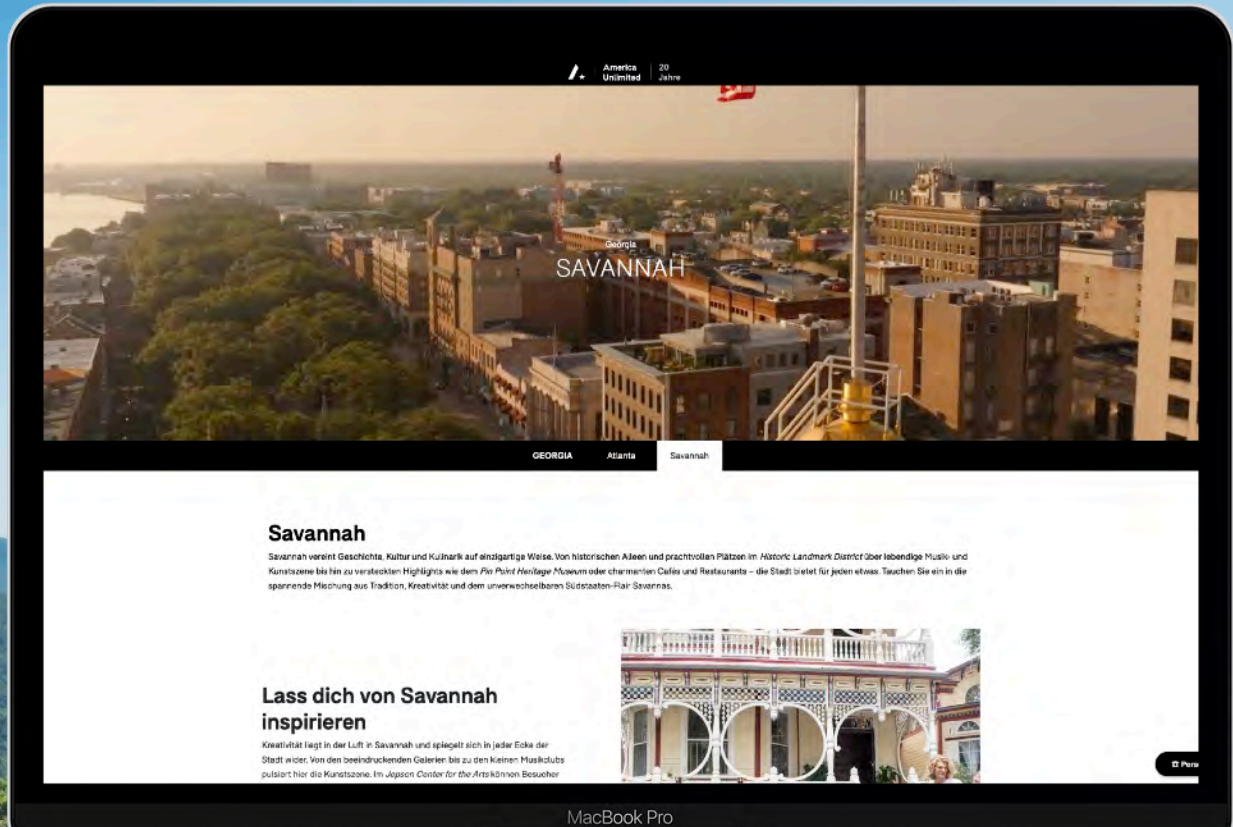
So far, the microsite has generated **121,950 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



OUTER BANKS SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/north-carolina/outer-banks/>

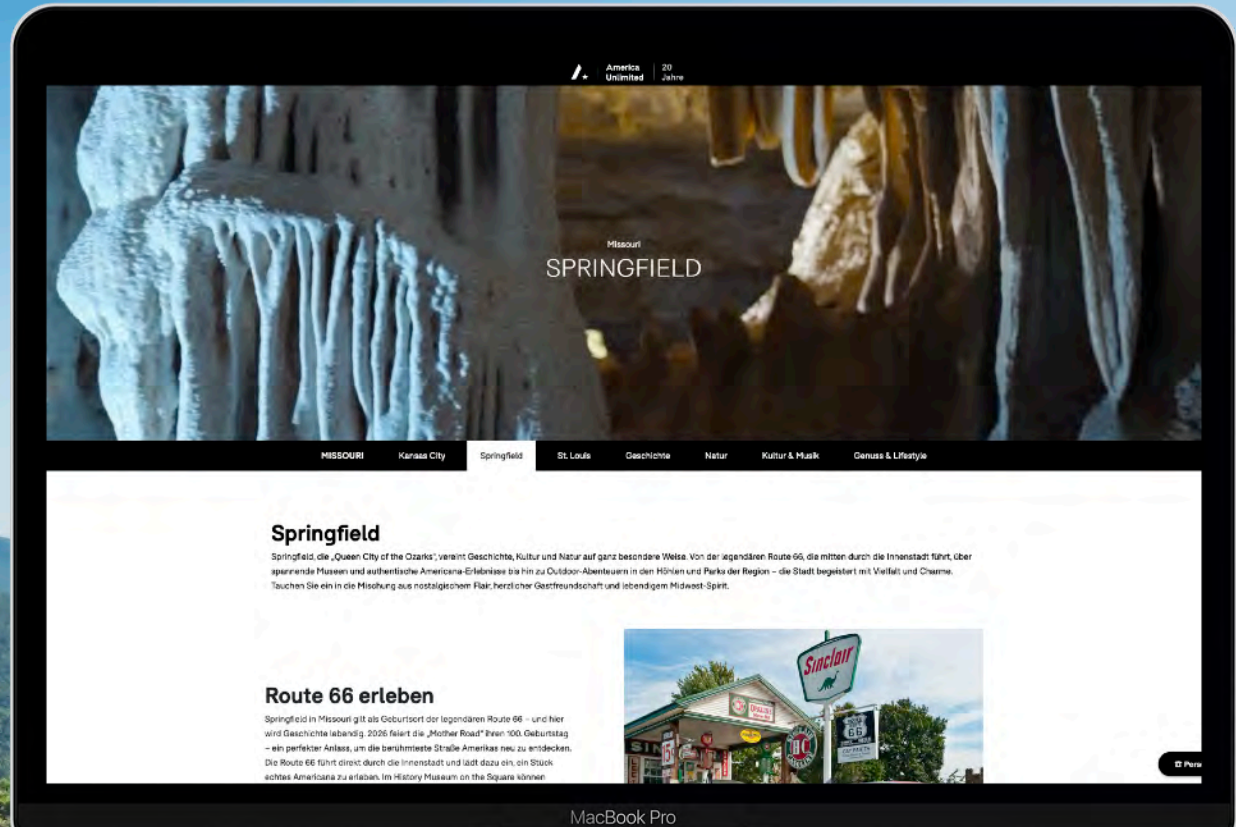
So far, the microsite has generated **117,850 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



SAVANNAH SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/georgia/savannah/>

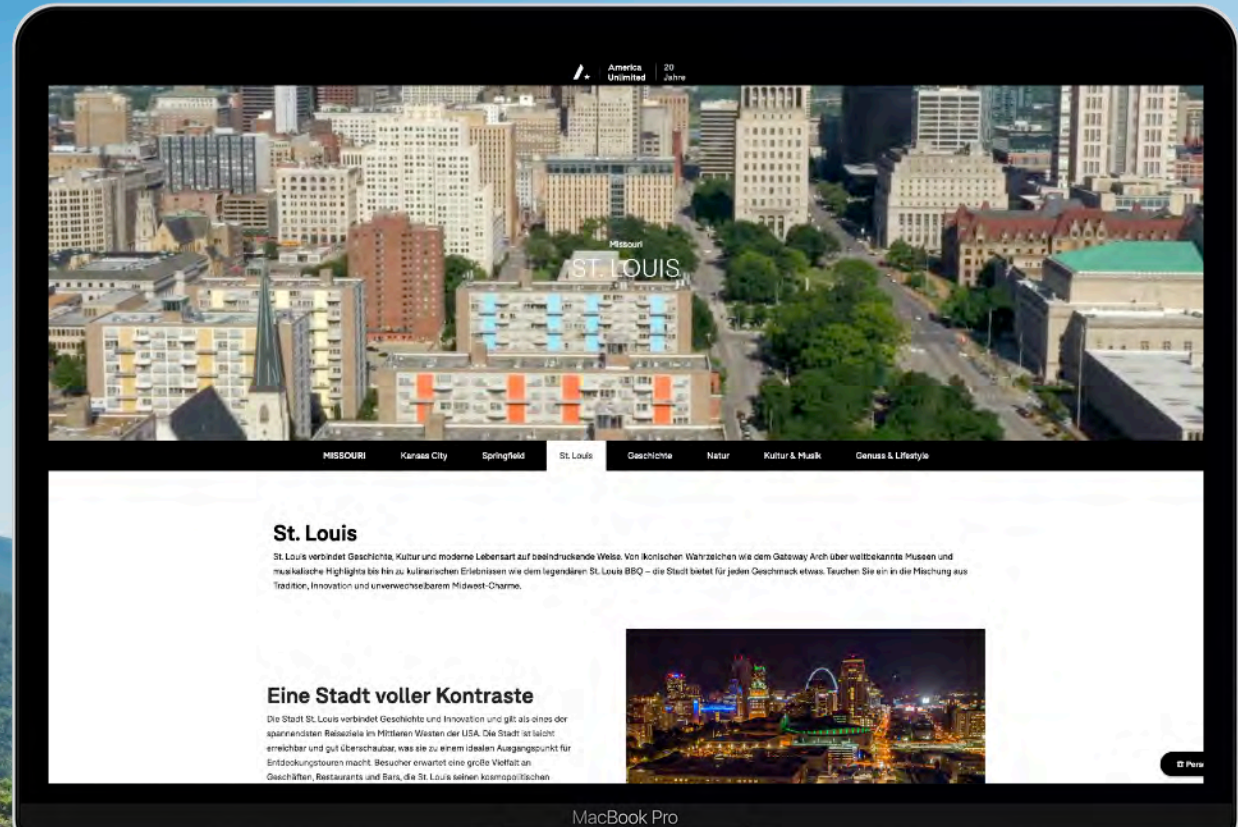
So far, the microsite has generated **110,562 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



SPRINGFIELD SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/missouri/springfield/>

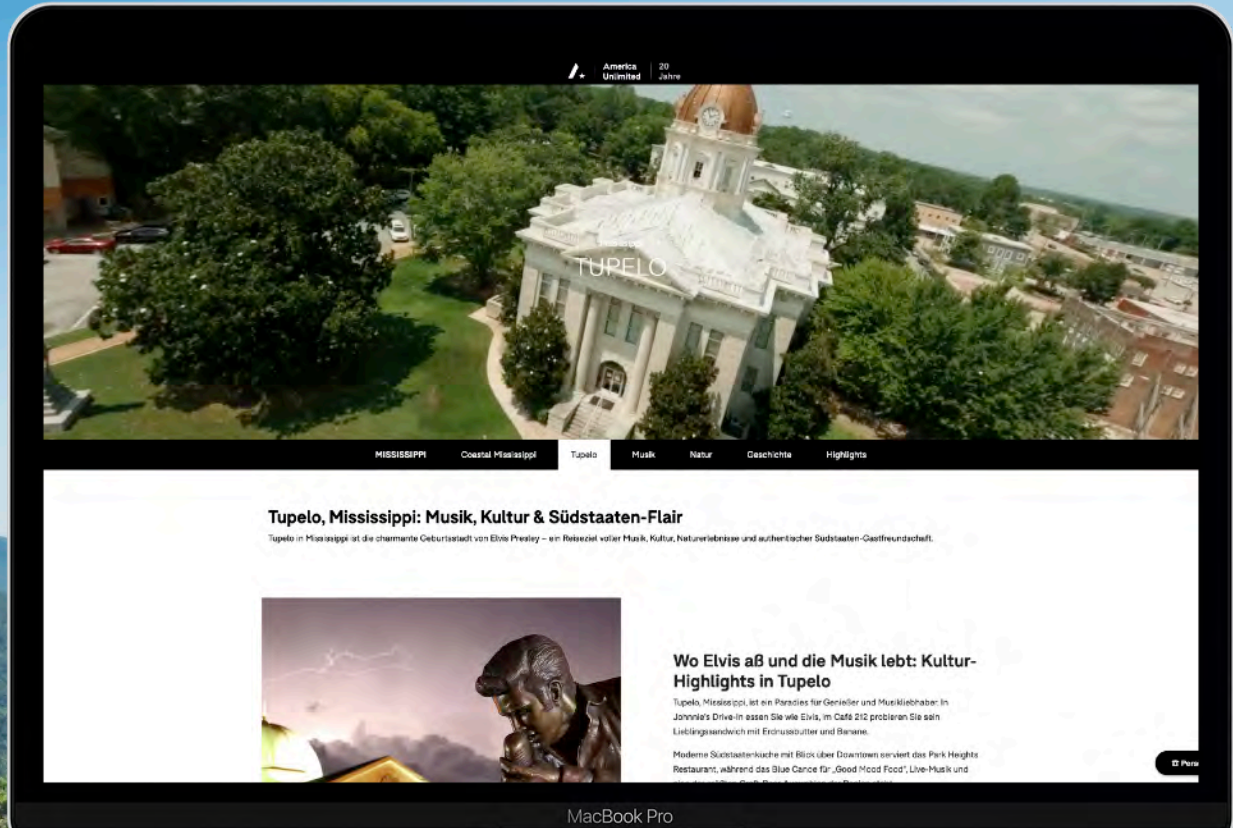
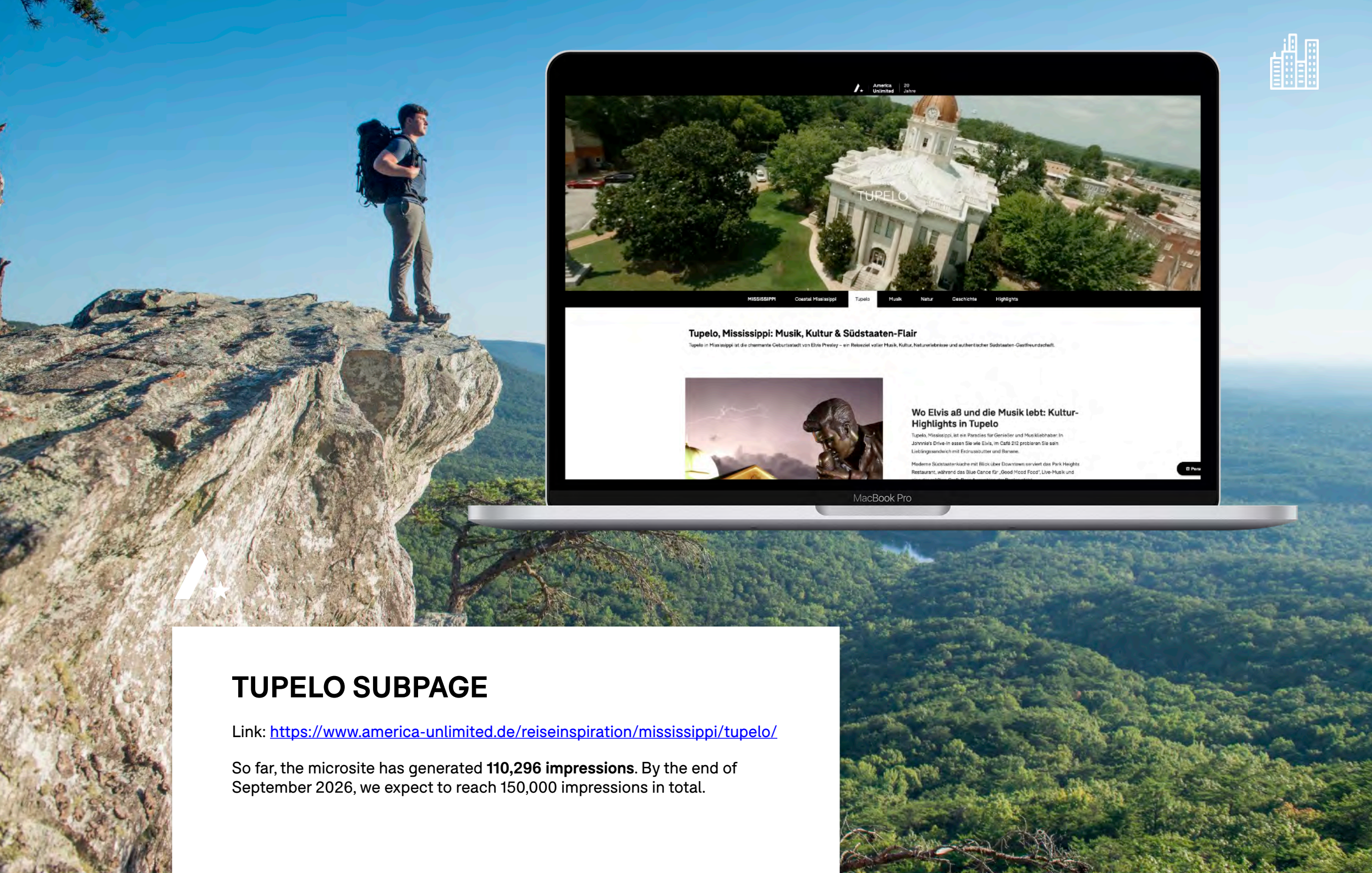
So far, the microsite has generated **109,320 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



ST. LOUIS SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/missouri/st-louis/>

So far, the microsite has generated **107,241 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



TUPELO SUBPAGE

Link: <https://www.america-unlimited.de/reiseinspiration/mississippi/tupelo/>

So far, the microsite has generated **110,296 impressions**. By the end of September 2026, we expect to reach 150,000 impressions in total.



SOCIAL MEDIA CAMPAIGN

The DMO partners received a custom-designed Reel (when video material was available) to captivate audiences and drive traffic to the microsite. And offers. Featuring unique attractions and a strong call-to-action, the Reel inspired viewers to explore more. Targeted promotion maximized reach and engagement, ensuring broad visibility and sparking curiosity.

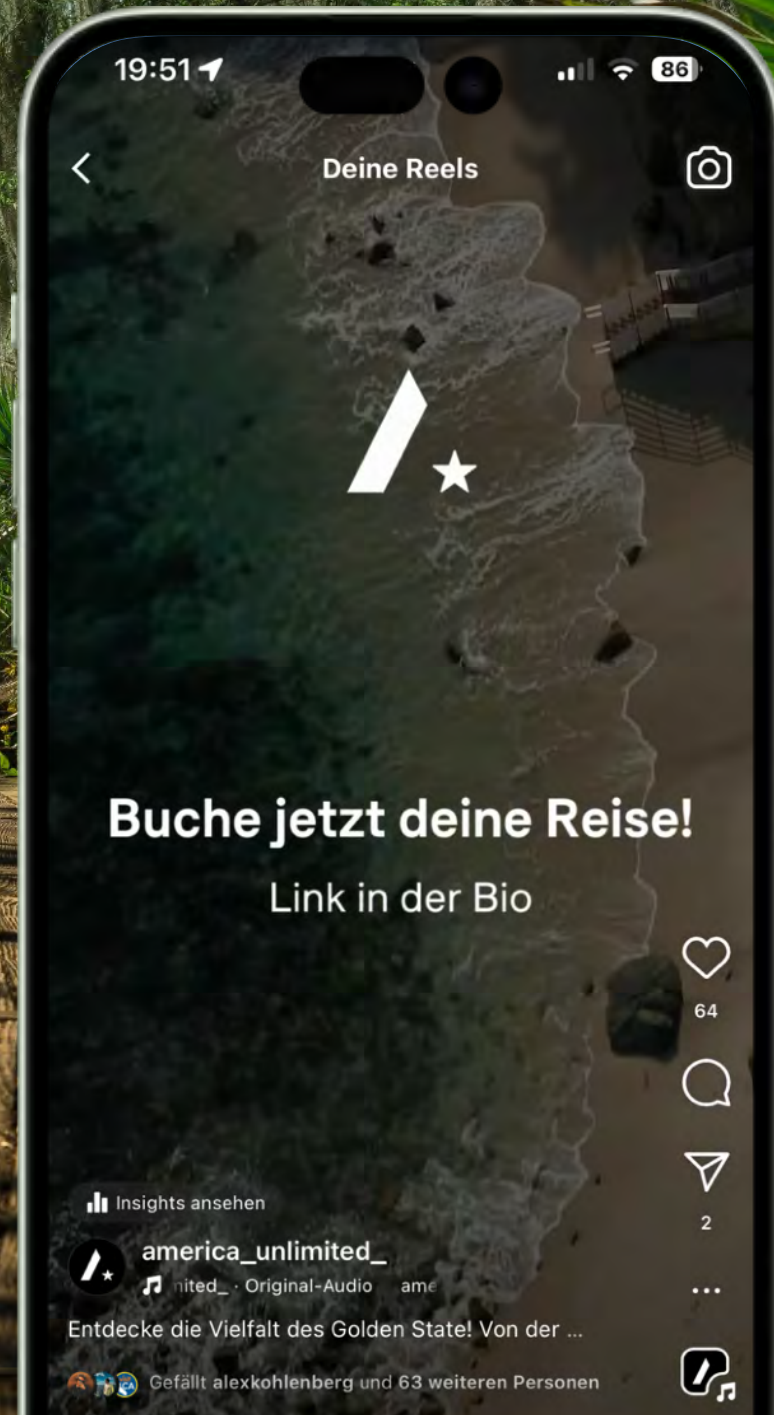
In addition to the Reel, we published a dedicated, promoted post featuring stunning photos and engaging text about the local partner. This ensured maximum visibility by reaching a broader audience, showcasing the partner's unique charm, sparking curiosity, and driving strong interest in their offerings.





SOCIAL MEDIA CAMPAIGN

Each Reel & Posting featured a clear call-to-action linking to the microsite or offers, seamlessly guiding viewers from social media to detailed destination content and potential bookings.





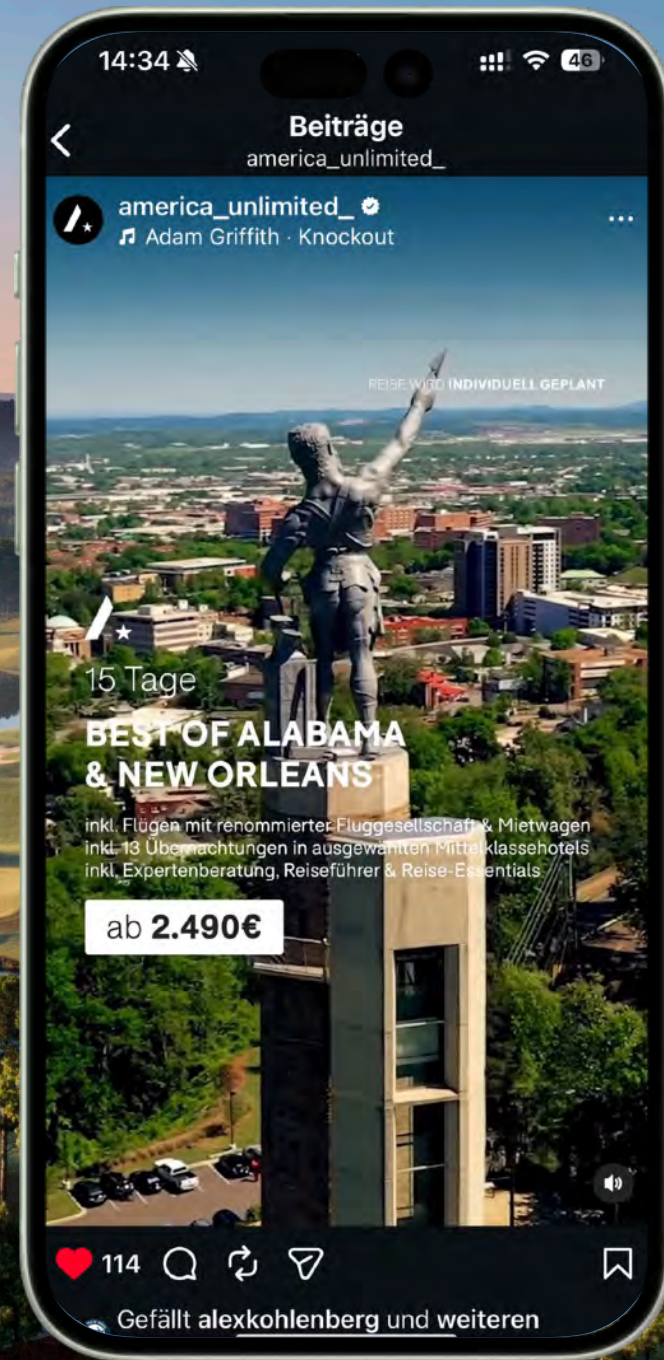
BIRMINGHAM SOCIAL MEDIA

Timing: January 30, 2026
Impressions: 47,402



BIRMINGHAM SOCIAL MEDIA

Timing: January 30, 2026
Impressions: 47,400





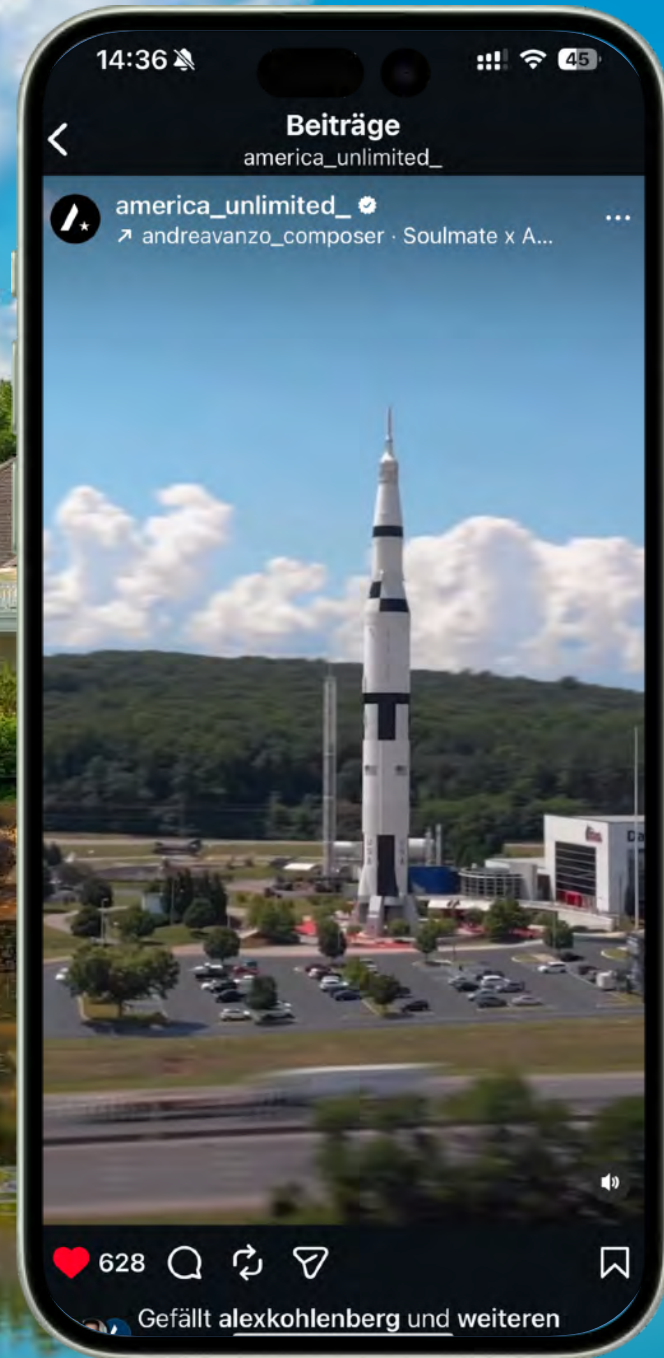
HUNTSVILLE SOCIAL MEDIA

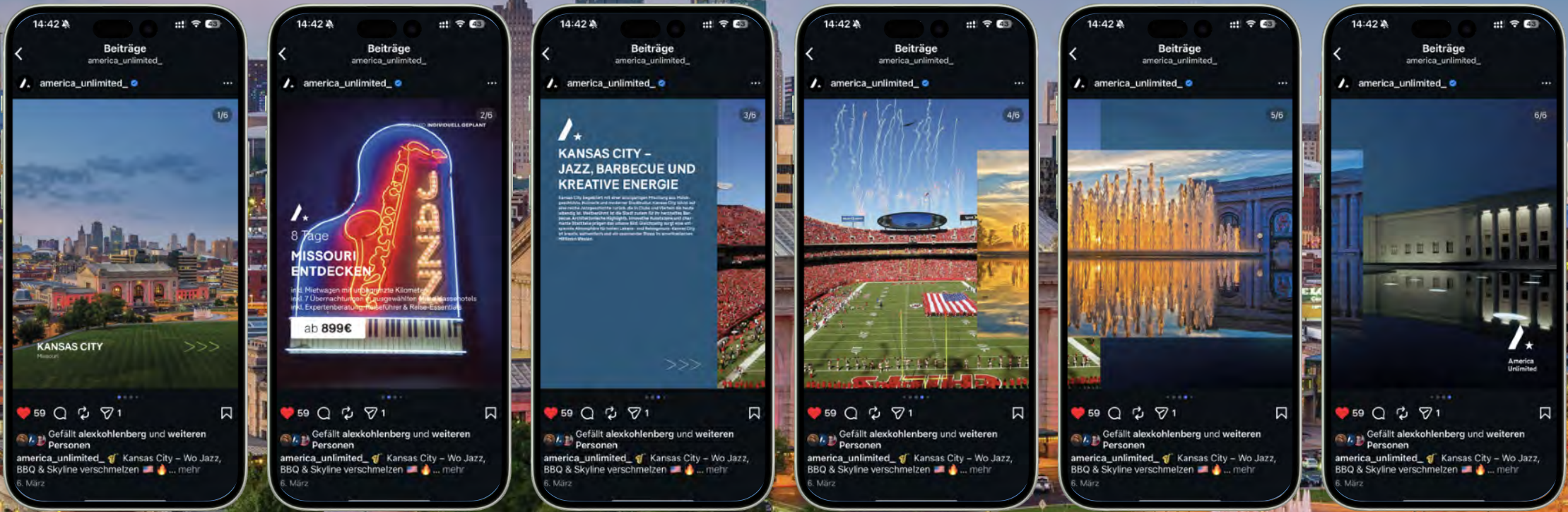
Timing: January 31, 2026
Impressions: 41,250



HUNTSVILLE SOCIAL MEDIA

Timing: January 30, 2026
Impressions: 42,700





KANSAS CITY SOCIAL MEDIA

Timing: March 6, 2026
Impressions: 45,785



KANSAS CITY SOCIAL MEDIA

Timing: March 5, 2026
Impressions: 48,900





ST. LOUIS SOCIAL MEDIA

Timing: March 8, 2026
Impressions: 42,680



ST. LOUIS SOCIAL MEDIA

Timing: March 5, 2026
Impressions: 48,900





SPRINGFIELD SOCIAL MEDIA

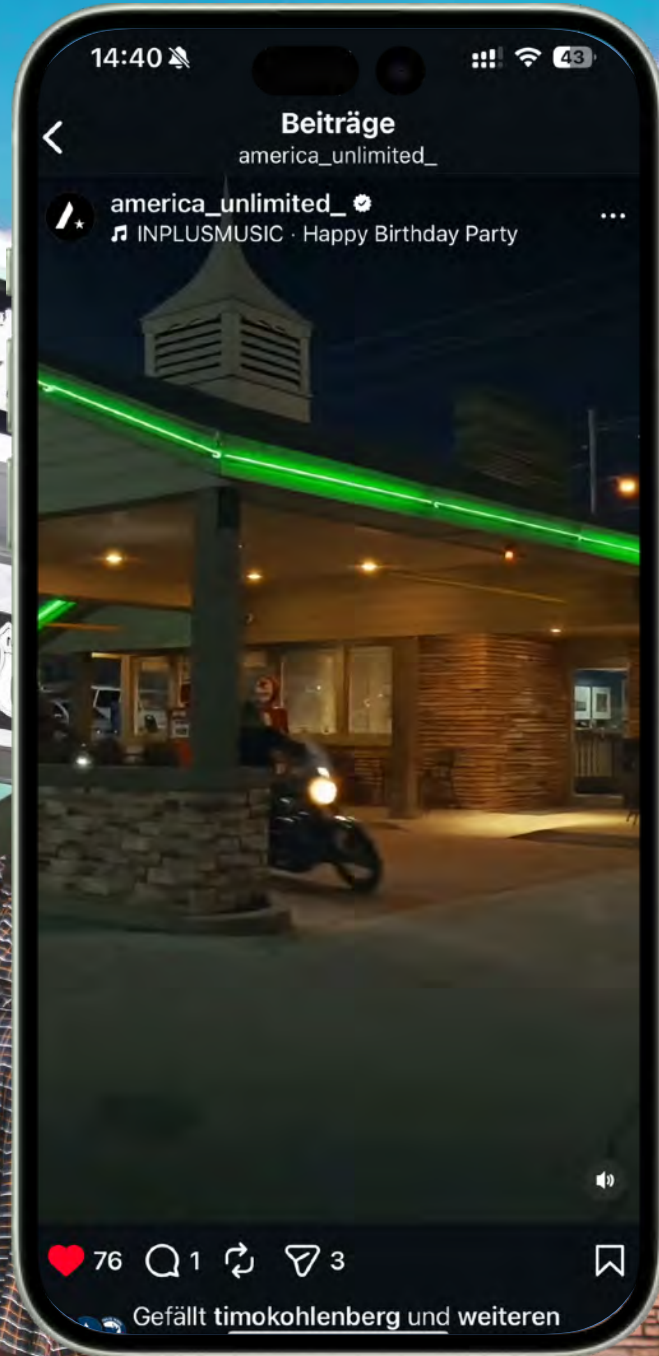
Timing: March 7, 2026
Impressions: 50,530





SPRINGFIELD SOCIAL MEDIA

Timing: March 3, 2026
Impressions: 48,900





OUTER BANKS SOCIAL MEDIA

Timing: April 4, 2026
Impressions: 56,145



OUTER BANKS SOCIAL MEDIA

Timing: April 3, 2026
Impressions: 50,530

14:52 41

Beiträge
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OUTER BANKS
NORTH CAROLINA

174 1 5

Gefällt alexkohlenberg und weiteren



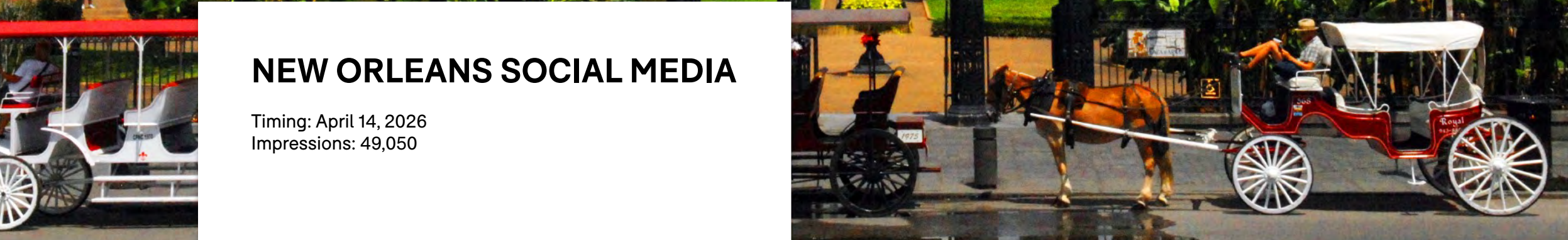
CHARLOTTE SOCIAL MEDIA

Timing: April 5, 2026
Impressions: 42,400



NEW ORLEANS SOCIAL MEDIA

Timing: April 14, 2026
Impressions: 49,050





NEW ORLEANS SOCIAL MEDIA

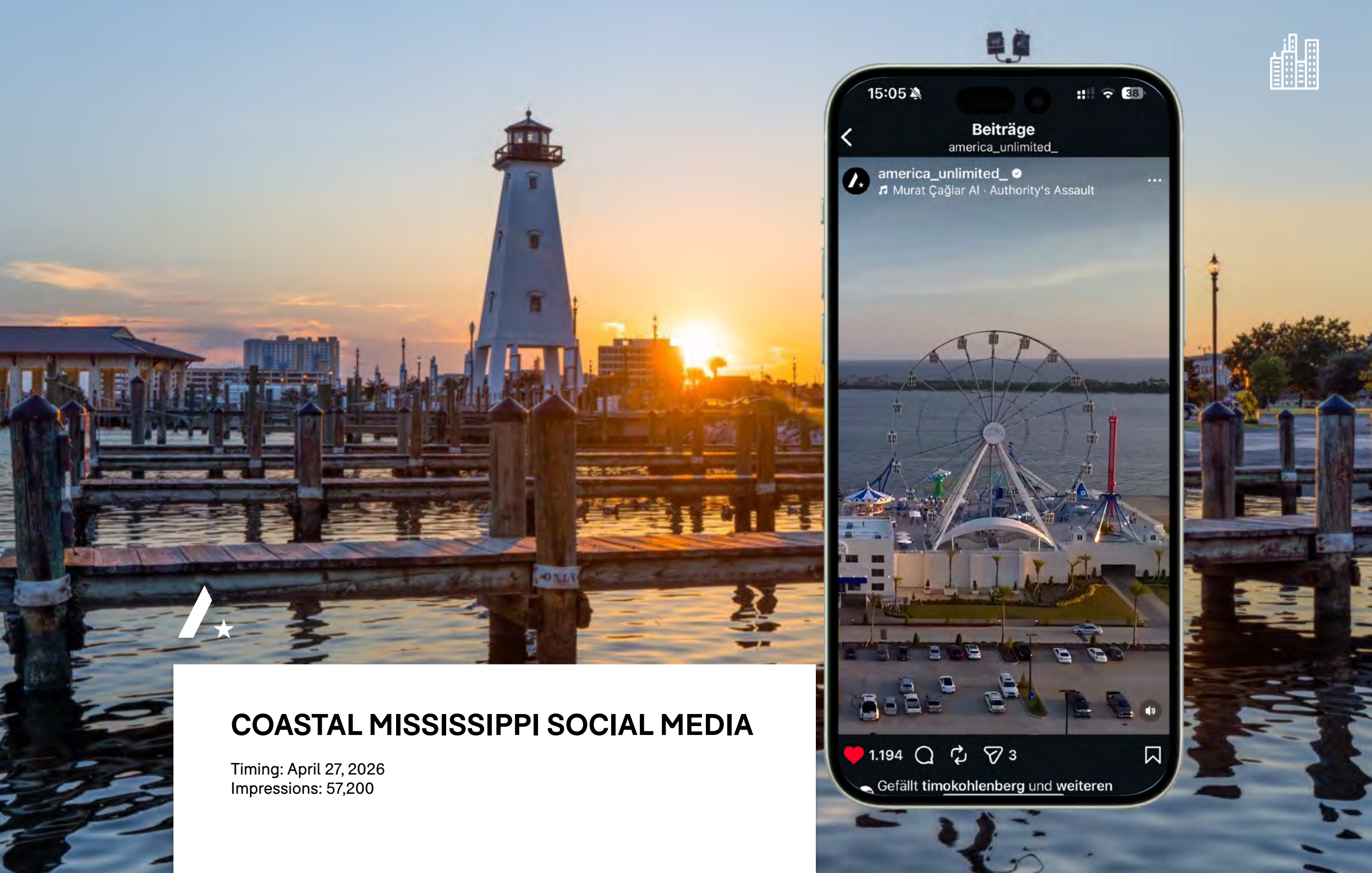
Timing: April 14, 2026
Impressions: 52,450





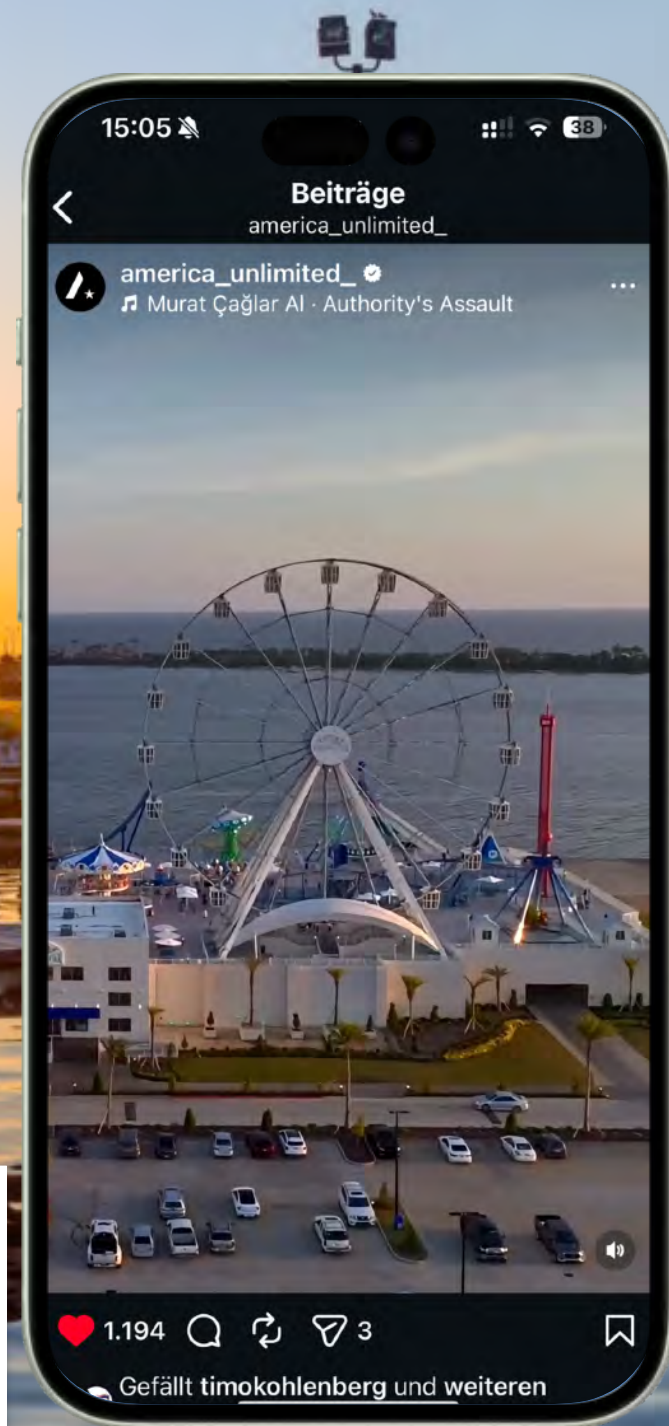
COASTAL MISSISSIPPI SOCIAL MEDIA

Timing: April 28, 2026
Impressions: 42,166



COASTAL MISSISSIPPI SOCIAL MEDIA

Timing: April 27, 2026
Impressions: 57,200





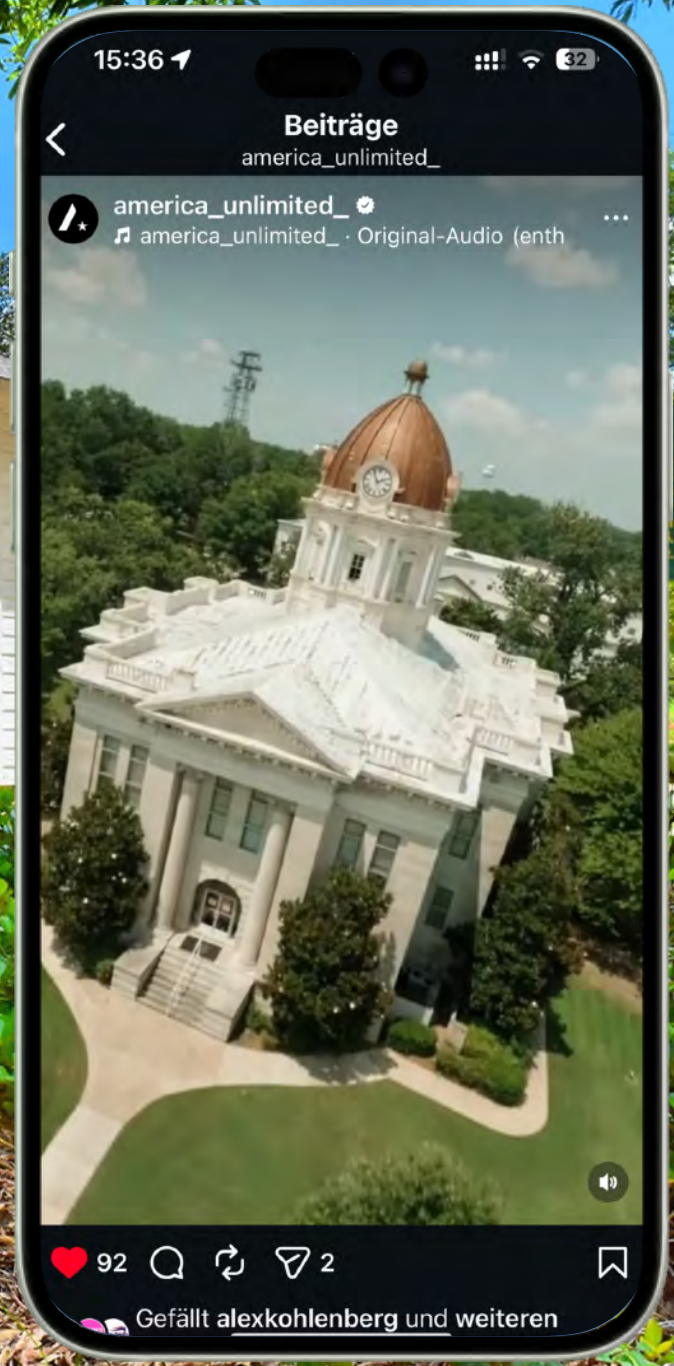
TUPELO SOCIAL MEDIA

Timing: April 29, 2026
Impressions: 42,210



TUPELO SOCIAL MEDIA

Timing: April 29, 2026
 Impressions: 43,800





MYRTLE BEACH SOCIAL MEDIA

Timing: April 29, 2026
Impressions: 45,140



MYRTLE BEACH SOCIAL MEDIA

Timing: April 29, 2026
Impressions: 42,210





SAVANNAH SOCIAL MEDIA

Timing: May 6, 2026
Impressions: 47,403



SAVANNAH SOCIAL MEDIA

Timing: May 6, 2026
Impressions: 42,300





ATLANTA SOCIAL MEDIA

Timing: May 7, 2026
Impressions: 42,600

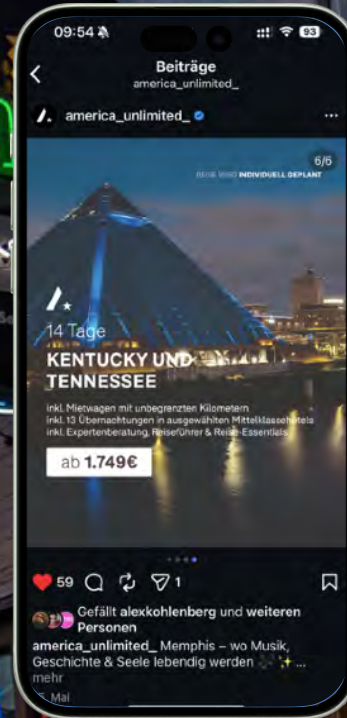
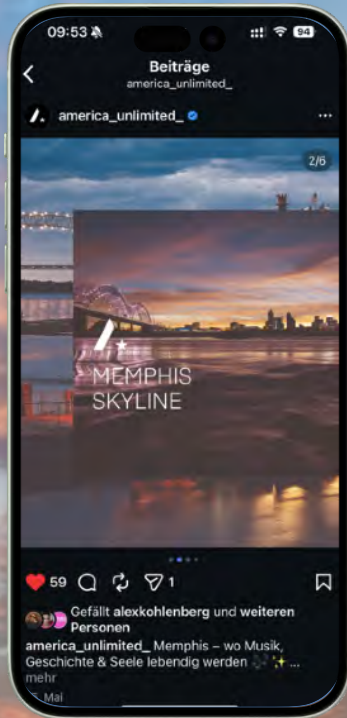
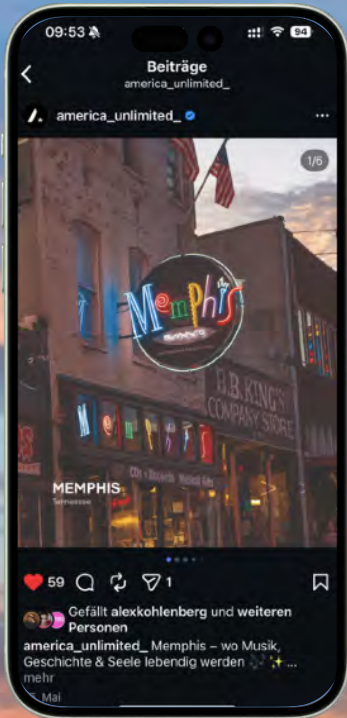




ATLANTA SOCIAL MEDIA

Timing: May 7, 2026
Impressions: 41,500

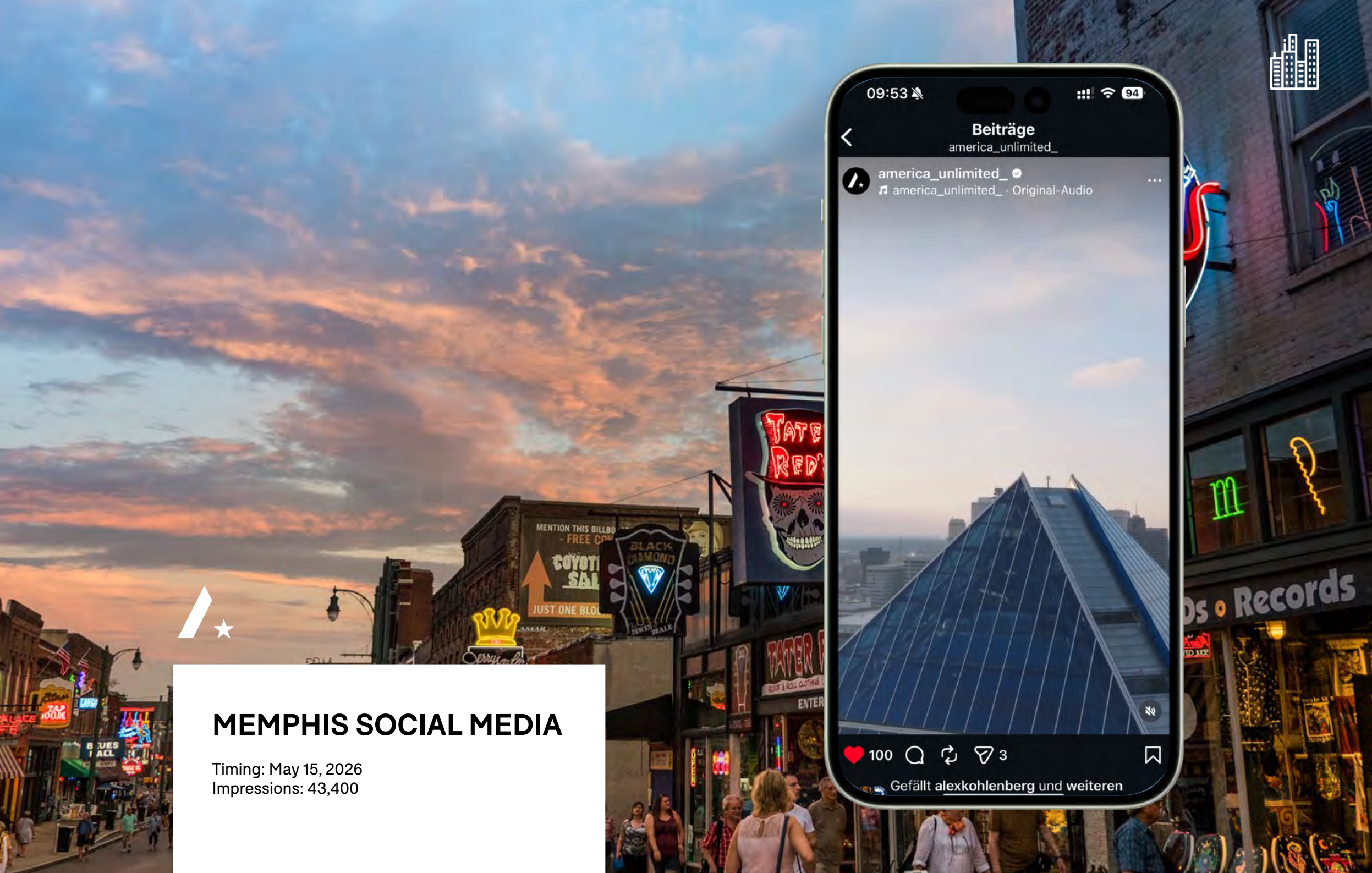




MEMPHIS SOCIAL MEDIA

Timing: May 15, 2026
Impressions: 41,070





MEMPHIS SOCIAL MEDIA

Timing: May 15, 2026
Impressions: 43,400

09:53 🔔 📶 94

Beiträge
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Gefällt alexkohlenberg und weiteren



NASHVILLE SOCIAL MEDIA

Timing: May 16, 2026
Impressions: 41,087



NASHVILLE SOCIAL MEDIA

Timing: May 16, 2026
Impressions: 46,800





DMO PACKAGE IN NUMBERS

Microsite subpage

~ 1,778 Million Impressions

Social Media

~ 1,334 Million Impressions

TOTAL
REACH

~ **3,112,000**



HOW OUR CAMPAIGN WORKED



STATE PACKAGE

State package



DMO PACKAGE

DMO package

\$170,000 SPEND UNLOCKS



AMERICA UNLIMITED
DESTINATION OF THE YEAR 2026



AMERICA UNLIMITED

DESTINATION

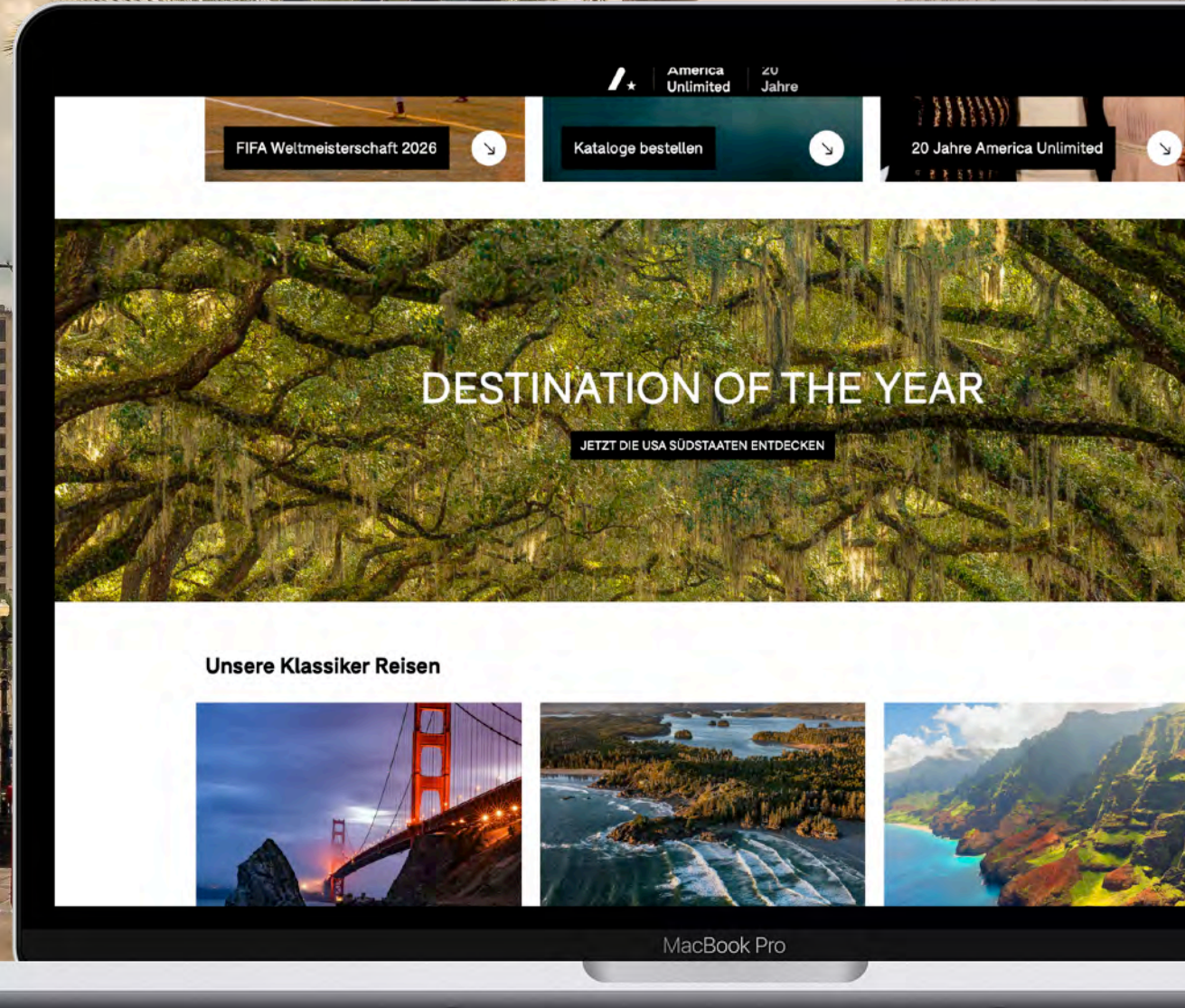
2026

OF THE YEAR



WEBSITE BANNER

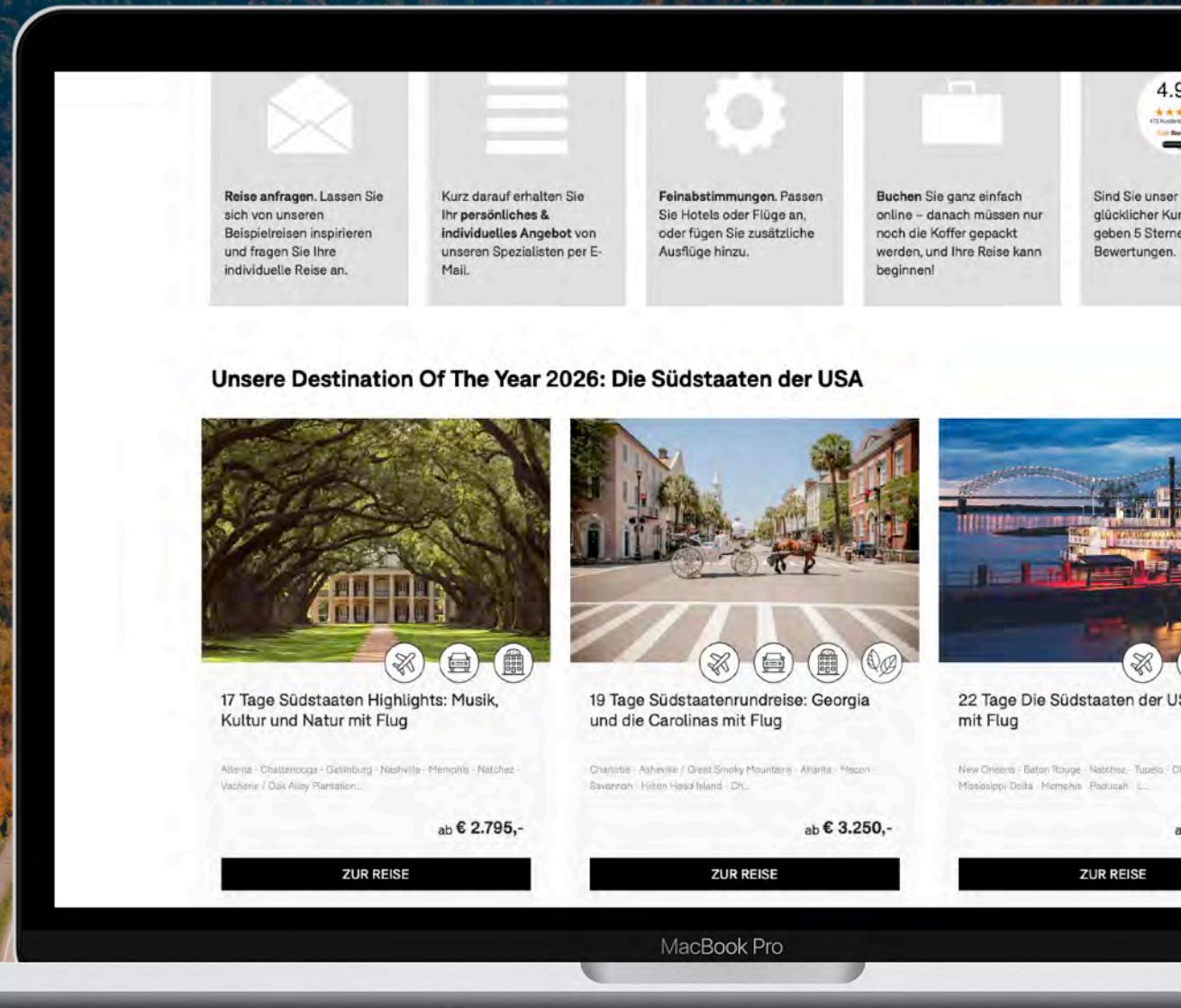
As the 2026 Destination of the Year, Travel South was featured in a parallax banner on America Unlimited's homepage, highlighting its attractions with prime visibility. With ~500,000 monthly impressions, this placement drives engagement and traffic to the microsites and offers





PRIORITY PLACEMENT

Travel South itineraries enjoyed priority placement on the America Unlimited website, showcasing the region's unique charm and diverse attractions. This enhanced visibility positions Travel South as a must-visit destination, reflecting America Unlimited's commitment to exceptional travel planning.





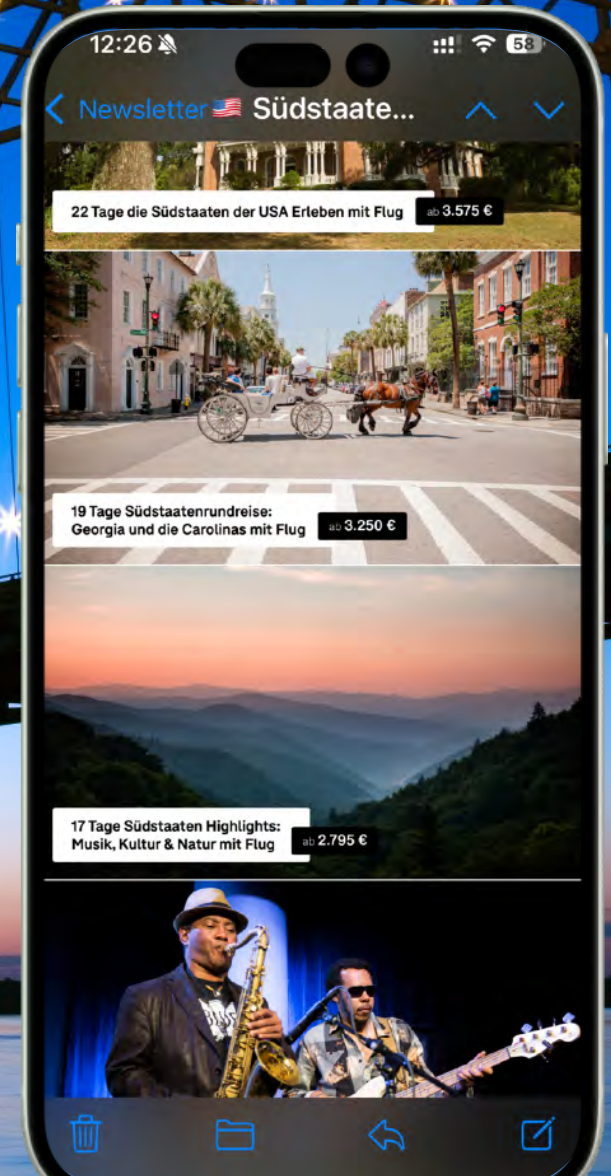
EXCLUSIVE E-NEWSLETTER FOR 175,000 SUBSCRIBERS



EXCLUSIVE E-NEWSLETTER

The dedicated Travel South newsletter reached over 175,000 subscribers, showcasing the Southern States as a must-visit destination. With trackable links and performance metrics, the campaign ensured measurable engagement and maximized visibility among a highly engaged audience.

Openrate: 32,5%
CTR: 17,8%



CIRCULATION OF 65.000



BROCHURE COVER

The 2026 USA brochure featured Travel South as the cover highlight, showcasing its attractions and itineraries. With a circulation of 65,000 copies, 220 pages, and an October 2025 release, the brochure was distributed through travel agencies, trade shows, and mailings, maximizing visibility for Travel South as the Destination of the Year 2026.

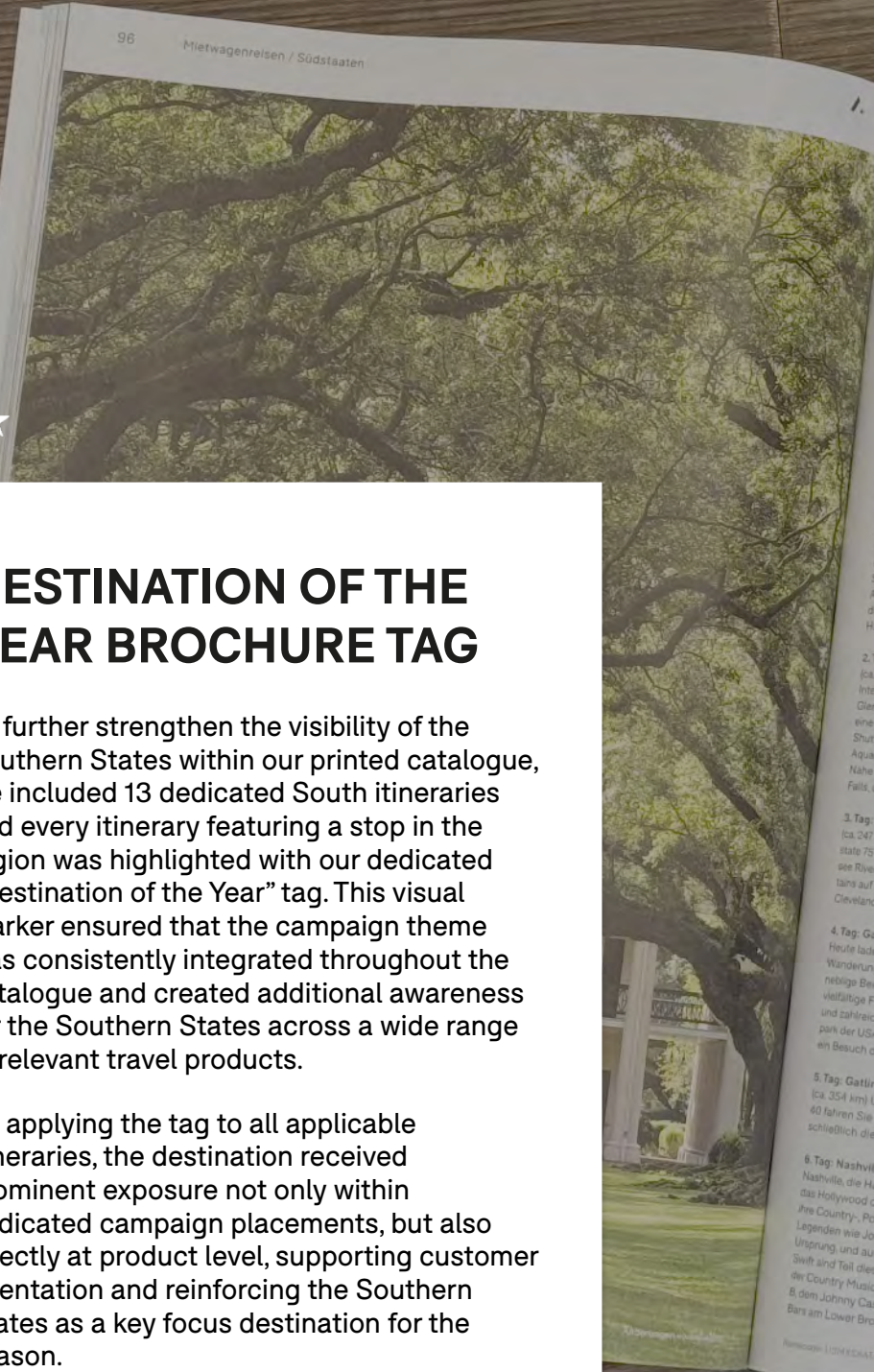




DESTINATION OF THE YEAR BROCHURE TAG

To further strengthen the visibility of the Southern States within our printed catalogue, we included 13 dedicated South itineraries and every itinerary featuring a stop in the region was highlighted with our dedicated "Destination of the Year" tag. This visual marker ensured that the campaign theme was consistently integrated throughout the catalogue and created additional awareness for the Southern States across a wide range of relevant travel products.

By applying the tag to all applicable itineraries, the destination received prominent exposure not only within dedicated campaign placements, but also directly at product level, supporting customer orientation and reinforcing the Southern States as a key focus destination for the season.



17 Tage ab/bis Deutschland

Südstaaten Highlights: Musik, Kultur und Natur

Südstaaten Destination
Of The Year 2026



Tauchen Sie ein in die Welt der Südstaaten mit dieser 17-tägigen Reise, die Ihnen die musikalischen und kulturellen Schätze von Städten wie New Orleans, Memphis und Nashville sowie die beeindruckende Natur der Region näher bringt.

1. Tag: Deutschland - Atlanta

Mit der Flugreise nach Atlanta beginnt Ihre Reise in die Südstaaten der USA. Übernahme des Mietwagens und Fahrt ins Hotel. Atlanta, ursprünglich 1837 als Terminus gegründet und 1847 umbenannt, hat sich von den Zerstörungen des Bürgerkriegs zu einer modernen Metropole mit etwa fünfzehn Millionen Einwohnern entwickelt. Die Stadt bietet eine lebendige Restaurantzene, umfangreiche Shopping- und Kulturangebote sowie bedeutende Attraktionen wie den Centennial Olympic Park, das Georgia Aquarium und das National Center for Human and Civil Rights, das 2014 eröffnet wurde.

2. Tag: Atlanta - Chattanooga

(ca. 180 km) Für die Fahrt heute bietet sich die Interstate 75 an. Chattanooga, bekannt aus dem Glenn Miller Song „Chattanooga Choo Choo“, ist eine ökologische Vorzeigestadt mit kostenfreiem Shuttle-Service zur Innenstadt, dem Tennessee Aquarium und dem Humes Museum of Art. In der Nähe erwarten Sie der Lookout Mountain, Ruby Falls, der Incline Railway und die Rock City.

3. Tag: Chattanooga - Gatlinburg

(ca. 247 km) Zunächst in Richtung Nordend der Interstate 75 folgend, führt ihr Weg parallel zum Tennessee River auf der einen und den Appalachian Mountains auf der anderen Seite, vorbei an der Kleinstadt Cleveland, über Knoxville nach Gatlinburg.

4. Tag: Gatlinburg/Great Smoky Mountains

Heute laden die Great Smoky Mountains zu einer Wanderung ein. Sie bieten eine atemberaubende, neblige Berglandschaft und sind bekannt für ihre vielfältige Flora und Fauna, historische Stätten und zahlreiche Wanderwege im größten Nationalpark der USA. Bei schlechtem Wetter bietet sich ein Besuch der Tanger Outlet Mall in Sevierville an.

5. Tag: Gatlinburg - Nashville

(ca. 354 km) Über Knoxville und den Interstate 40 fahren Sie in Richtung Westen und erreichen schließlich die Music City Nashville.

6. Tag: Nashville

Nashville, die Hauptstadt Tennessee's, gilt als das Hollywood der Musik und ist bekannt für ihre Country-, Pop- und Rock-Szene. Hier haben Legenden wie Johnny Cash und Patsy Cline ihren Ursprung, und auch moderne Stars wie Taylor Swift sind Teil dieser Musiktradition: ein Besuch in der Country Music Hall of Fame, dem RCA Studios, dem Johnny Cash Museum und dem Honky Tonk Bar am Lower Broadway ist daher ein Muss.

7. Tag: Nashville - Memphis

(ca. 340 km) Auf der Great River Road und entlang des Mississippi River geht es weiter nach Memphis, „Home of the Blues and Soul“ und „Birthplace of Rock'n'Roll“.

8. Tag: Memphis

Memphis, einst eine Hafenstadt und Sklavensammlungsplatz, ist heute als eine Millionenstadt erste Platte in den Sun Studios aufgenommen und Mansion Doch Memphis hat noch viel mehr zu Street, die Aussichtsplattform der Memphis Pyramide, die jungen und hippen Viertel Cooper Young, Broad Street und Overton Square oder das Grandhotel The Peabody.

9. Tag: Memphis - Natchez

(ca. 450 km) Folgen Sie dem Scenic Highway 61 nach Süden durch weite Baumwollfelder nach Natchez. Natchez wird auch „die Schöne“ genannt, denn im Krieg wurde sie kaum zerstört und beherrscht heute die meisten Antebellum-Villen im ganzen Süden. Besonders ist hier die Longwood Villa. Sie wurde als Okeagon angelegt und hat eine erstaunliche Geschichte.

10. Tag: Natchez - Vacherie

(ca. 226 km) Die Fahrt von Natchez nach Vacherie zur Oak Alley Plantation führt durch das Herz von Louisiana und bietet malerische Ausblicke auf den Mississippi und die umliegenden Sümpfe.

11. Tag: Vacherie - New Orleans

(ca. 84 km) Kurze Fahrt nach New Orleans, die Wiege des Jazz.

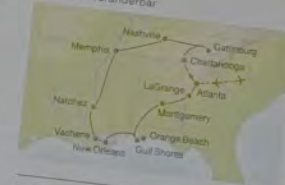
12. Tag: New Orleans

In New Orleans finden Sie überall Musik, vom French Quarter und der Bourbon Street bis zu St. Charles Streetcar. Der Armstrong Park, das Jazz Museum und der Audubon Zoo ergänzen das vielfältige Angebot der Stadt, die für ihre lebendige Atmosphäre, Voodoo-Geschichten und historische Friedhöfe bekannt ist.

13. Tag: New Orleans - Gulf Shores

(ca. 304 km) Sie passieren Städte wie Mobile und das beeindruckende USS Alabama Battleship Memorial Park liegt, bevor Sie die Küste Alabamas erreichen. Die Gulf Shores begrüßen Sie mit ihren weißen Sandstränden, dem

Reisennummer 949523
Individuell veränderbar



ab 2.795€ pro Person

Für weitere Informationen und Preise bitte den QR-Code mit der Kamera App scannen und den Link anklicken

Beste Reisezeit April bis Juni, September bis November

Eingeschlossene Leistungen Flugreise mit renommiertem Fluggesellschaft von Deutschland nach Atlanta und zurück in der Economy Class; Mietwagen (inklusive unbegrenzte Kilometer, Vollkaskoversicherung und ohne Selbstbeteiligung, Haftpflichtversicherung USD 1 Mio., Zusatz-Haftpflichtversicherung EUR 1 Mio., ein Zusatzfahrer); Flughafengebühren, Steuern; 15 Übernachtungen in ausgewählten Mittelklassehotels; Steuern auf Reiseleistungen; America Unlimited Adapter; America Unlimited Dokumententasche; Kartenmaterial, etc.

Gulf State Park und zahlreichen Aktivitäten wie Angeln, Bootfahren.

14. Tag: Gulf Shores - Montgomery

(ca. 304 km) Die Fahrt bietet unterwegs einen lohnenswerten Stopp in der Stadt Fairhope, bekannt für ihre malerische Uferpromenade und die charmante Innenstadt mit Kunstgalerien, Cafés und lokalen Geschäften.

15. Tag: Montgomery - Atlanta

(ca. 256 km) Halten Sie unterwegs in LaGrange, wo Sie das historische Hiltz & Dalies Estate besuchen oder durch den charmanten Downtown-Bereich schlendern können, bevor Sie Ihre Reise nach Atlanta fortsetzen.

16. Tag: Atlanta - Deutschland

Rückgabe Ihres Mietwagens am Flughafen und Rückflug nach Deutschland.

17. Tag: Ankunft in Deutschland



OUT-OF-HOME CAMPAIGN

A key element of this program was an impactful 4 Weeks Out-of-Home (OOH) campaign, utilizing digital screens in high-traffic areas to showcase the Southern States.

- **Dynamic Display Options:** Digital screens allowed for engaging visuals and adaptable content, creating a lasting impression.
- **Broadened Reach:** OOH advertising connects with potential travelers outside the usual online channels, fostering curiosity and encouraging them to learn more.

HANNOVER
MÜNCHEN
FRANKFURT

MEDIA
VALUE
1,200,000\$





OUT-OF-HOME CAMPAIGN

We bought into a huge Out-of-home campaign to promote a dedicated American South Message.

We launched the 4 weeks program in the following cities:

- Hannover - 70 billboards
- Frankfurt - 150 billboards
- Munich - 150 billboards

Total of 370 digital screens with one American South message.

From the billboards we will create a direct CTA to our website to track results and drive bookings.

*numbers were provided by Ströer company.



**TOTAL OF
8,500,000
IMPRESSIONS***





ONLINE ADVERTORIAL IN LEADING NEWSPAPERS

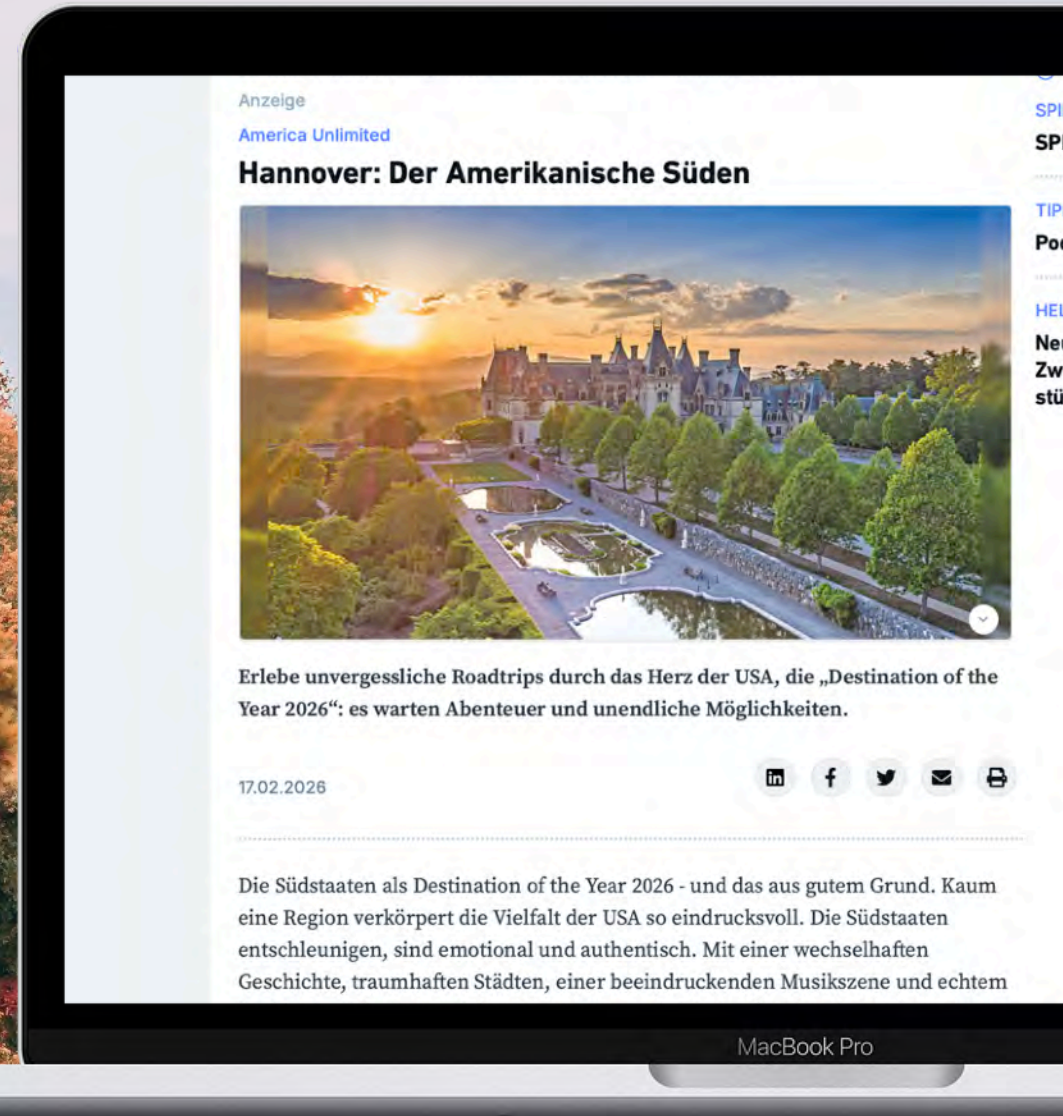
We created Travel South online advertorials in Germany's leading and most trusted media outlets, such as Spiegel, FAZ, HAZ, Süddeutsche Zeitung, Focus Online, and Handelsblatt. These native placements blend seamlessly with editorial content, ensuring credibility and delivering targeted messaging.

From the advertorials we created a direct CTA to our website to track results and drive bookings.

Why Advertorials Work

- **Native Appeal:** Seamlessly integrated into editorial content, boosting trust and interest.
- **Customizable Content:** Tailored to highlight Travel South partners' unique offerings.
- **Google Optimization:** SEO-friendly articles ensure lasting visibility and engagement.

This strategy combines the credibility of top-tier media with measurable results, delivering immediate impact and long-term inspiration for travelers to explore the Southern States.





ONLINE ADVERTORIAL PERFORMANCE CAMPAIGN

Target Audience:

The Travel South advertorial campaign targeted affluent, educated individuals aged 30-65, readers of Germany's most trusted newspapers. This travel-savvy audience values quality, authenticity, and convenience, making them ideal for promoting the Southern States' attractions.

Campaign Objectives:

The campaign achieved over 1 million impressions, driving interest in Travel South itineraries. By integrating into high-reach media outlets and directing traffic to a dedicated central hub, it converts engagement into bookings, inspiring exploration of the Southern States.

SPIEGEL
FAZ
HAZ
SÜDDEUTSCHE ZEITUNG
FOCUS ONLINE
HANDELSBLATT

1 MILLION
TOTAL
IMPRESSIONS

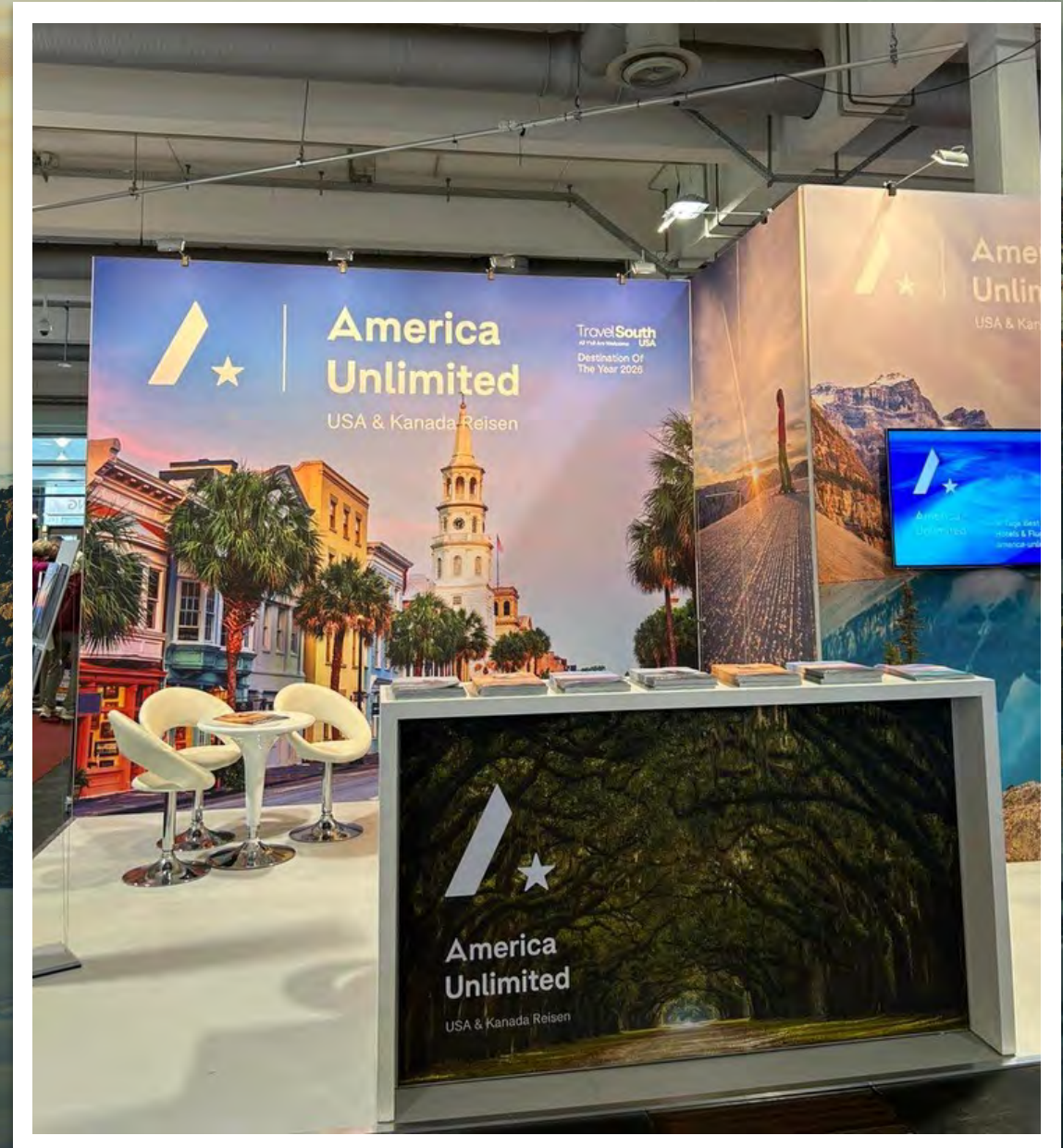


CONSUMER SHOW BOOTH (ADD-ON)

We covered our the entire consumer show booth with a special **wrapping** that showcases **our Destination of the year** in all its glory and captivates the visitors' attention.

Our goal was to showcase the Southern States in an outstanding way and enthrals potential visitors. The wrapping was carefully designed to convey the breathtaking **landscapes**, fascinating **attractions**, and unparalleled **experiences of the South**.

- ABF Hanover: ~ 90.000 visitors
- ReiseLust Bremen ~ 50.000 visitors





NEW PRODUCT DEVELOPMENT

We created 10 new itineraries including our participating partners.

Where to Find It

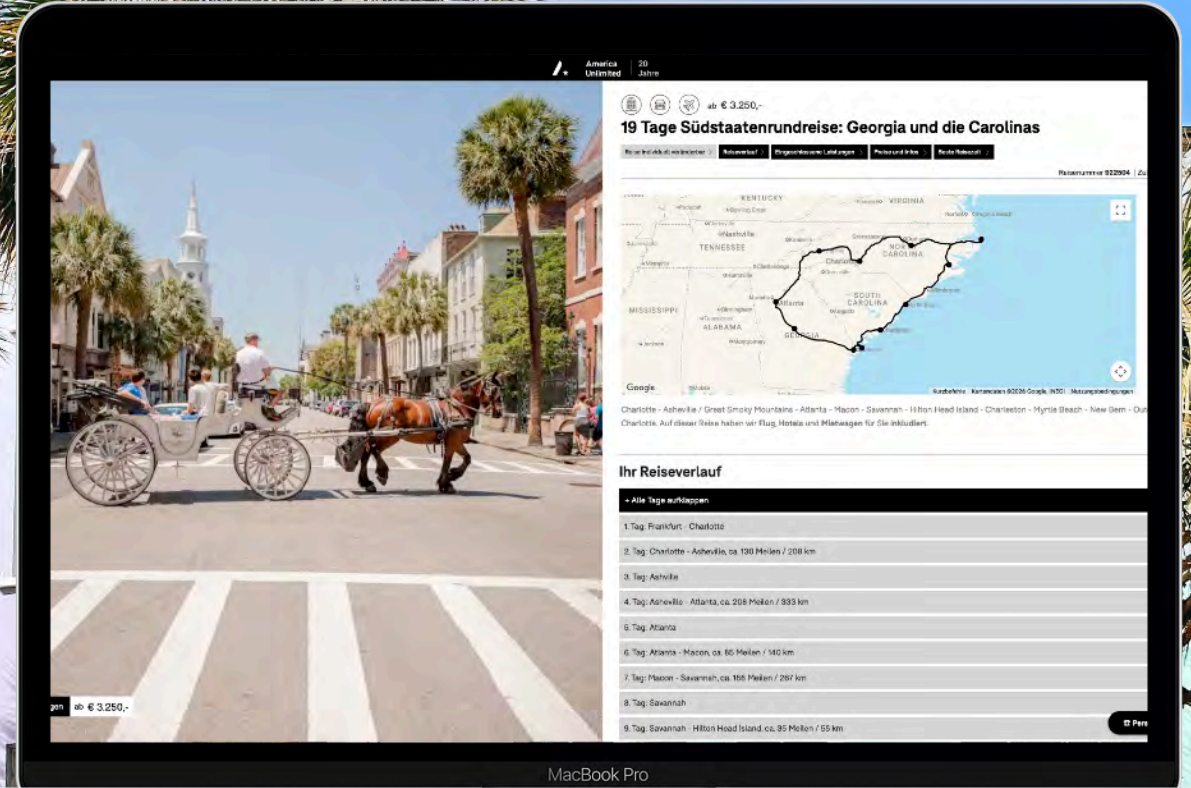
Available on america-unlimited.de, these exclusive itineraries invites travelers to explore the best experiences in the South

Reach & Visibility

Our website attracts **30,000 unique visitors** per month, ensuring broad exposure and engagement.

Long-Term Availability

Even after the promotion ends, the itinerary remains online, continuing to inspire and convert visitors into travellers.





NEW PRODUCT DEVELOPMENT

List of our **new** dedicated South product:

- <https://www.america-unlimited.de/reiseangebot/20-tage-southern-spirit-grosse-suedstaaten-rundreise-usa-922489/>
- <https://www.america-unlimited.de/reiseangebot/19-tage-suedstaatenrundreise-georgia-und-die-carolinas-922504/>
- <https://www.america-unlimited.de/reiseangebot/15-tage-best-of-alabama-und-new-orleans-971092/>
- <https://www.america-unlimited.de/reiseangebot/17-tage-mississippi-erleben-reise-in-das-herz-des-deep-south-1202451/>
- <https://www.america-unlimited.de/reiseangebot/14-tage-naturwunder-in-north-carolina-1200330/>
- <https://www.america-unlimited.de/reiseangebot/14-tage-country-blues-und-barbecue-austin-bis-nashville-1206843/>
- <https://www.america-unlimited.de/reiseangebot/15-tage-suedstaaten-und-florida-panhandle-golfkueste-von-new-orleans-bis-tampa-1206850/>
- <https://www.america-unlimited.de/reiseangebot/16-tage-suedstaaten-usa-mississippi-kreuzfahrt-und-music-cities-1208031/>
- <https://www.america-unlimited.de/reiseangebot/12-tage-kentucky-highlights-bourbon-trail-pferde-und-natur-1206993/>
- <https://www.america-unlimited.de/reiseangebot/13-tage-american-music-cities-985339/>



20 Tage Southern Spirit - Große Südstaaten-Rundreise USA

Atlanta - Cherokee / Great Smoky Mountains National Park - Nashville - Memphis - Vicksburg - Lafayette - New Orleans - Mobile - Thomasville - Savannah - Charleston - Atla...

ab € 3.350,-

ZUR REISE

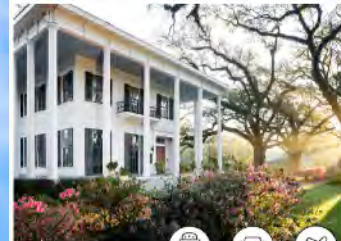


19 Tage Südstaatenrundreise: Georgia und die Carolinas

Charlotte - Asheville / Great Smoky Mountains - Atlanta - Macon - Savannah - Hilton Head Island - Charleston - Myrtle Beach - New Bern - Outer Banks - Raleigh - Charlotte...

ab € 3.250,-

ZUR REISE



15 Tage Best of Alabama & New Orleans

Atlanta - Huntsville - Muscle Shoals - Birmingham - Montgomery - Gulf Shores - Mobile - New Orleans. In dieser Reise sind Flug, Hotel und Mietwagen inklusive.

ab € 2.490,-

ZUR REISE



13 Tage American Music Cities

Kansas City - St. Louis - Branson - Memphis - Nashville. Auf dieser Reise haben wir Flug, Hotel und Mietwagen für Sie eingeschlossen.

ab € 2.269,-

ZUR REISE



14 Tage Naturwunder in North Carolina

Charlotte - Asheville/Great Smoky Mountains - Blue Ridge Parkway - Roanoke - Raleigh - Outer Banks - New Bern - Wilmington - Charlotte. Auf dieser Reise haben wir Flug, M...

ab € 2.590,-

ZUR REISE

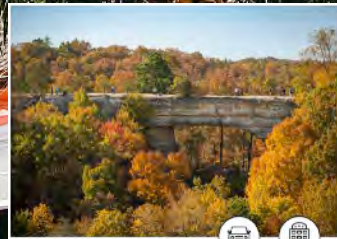


14 Tage Country, Blues und Barbecue: Austin bis Nashville

Tauchen Sie ein in den American Way of Life! Von den Saloons in Texas über Jazz- und Bluesklänge in Missouri bis zu den legendären Country-Sounds in Nashville erleben Sie...

ab € 1.799,-

ZUR REISE



12 Tage Kentucky Highlights - Bourbon Trail, Pferde & Natur

Covington - Lexington mit Red River Gorge - Cumberland Falls - Bowling Green - Paducah - Owensboro - Bardstown - Louisville. Auf dieser Reise haben wir Hotels und Mietwagen...

ab € 1.490,-

ZUR REISE



15 Tage Südstaaten & Florida Panhandle - Golfküste von New Orleans bis Tampa

New Orleans - Biloxi - Gulf Shores - Panama City Beach - Wakulla Springs - Crystal River - Bradenton Beach - Tampa. In dieser Reise sind Flug, Hotel und Mietwagen inklusi...

ab € 2.150,-

ZUR REISE



16 Tage Südstaaten USA: Mississippi-Kreuzfahrt und Music Cities

New Orleans - Oak Alley / Houmas House - St. Francisville - Natchez - Vicksburg - Cleveland - Memphis - Franklin - Nashville. In dieser Reise sind Flug, Mississippi-Kreuz...

ab € 7.495,-

ZUR REISE



17 Tage Mississippi Erleben: Reise in das Herz des Deep South

New Orleans - Natchez - Vicksburg - Tupelo - Cleveland / Mississippi Delta - Clarksdale - Memphis - Nashville - Tupelo - Oxford - Jackson - Biloxi/Ocean Springs - New Orl...

ab € 2.075,-

ZUR REISE

ALL SOUTHERN STATES ITINERARIES CAN BE FOUND HERE:

[https://www.america-unlimited.de/usa-reisen/?RefID=&AU+Regionen+&+Inseln\[457\]=457&filtered=1](https://www.america-unlimited.de/usa-reisen/?RefID=&AU+Regionen+&+Inseln[457]=457&filtered=1)



DESTINATION OF THE YEAR IN NUMBERS

Website Banner & Priority Placement ~ 4,500,000 Impressions

Out-Of-Home Campaign ~ 8,500,000 Impressions

Leading Newspaper Advertorial ~ 1,000,000 Impressions

Exclusive Newsletter ~ 175,000 subscribers

Brochure Cover ~ 65,000 circulation

Exclusive Full Page Advertorial ~ 220,000 impressions

Consumer Show Booth ~ 140,000 impressions

TOTAL
REACH
~ **14,600,000**



OVERALL BENEFITS OF BEING DESTINATION OF THE YEAR

Key Campaign KPIs

- **Destination Visibility:** +50% uplift
- **Room Nights:** +25% uplift
- **Qualified Enquiries:** +30% increase
- **Website Traffic:** +40% uplift to campaign/destination pages
- **Campaign Reach:** more than 23 Million total impressions across all channels
- **Revenue Growth:** +20% uplift in campaign-related bookings

Room nights generated through campaign: 1130 = 904.000 USD Economical Impact

Room nights overall for the South: 3520 = 2.896.000 USD Economical Impact



**America
Unlimited**

USA & Kanada Reisen