

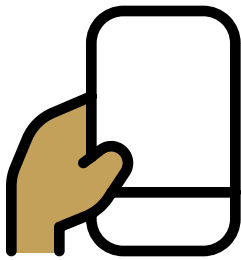


Wanderlust[®]

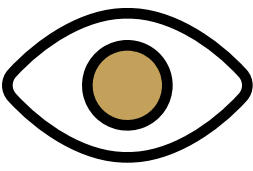
Performance Report Travel South 2025/26

Performance Tracker

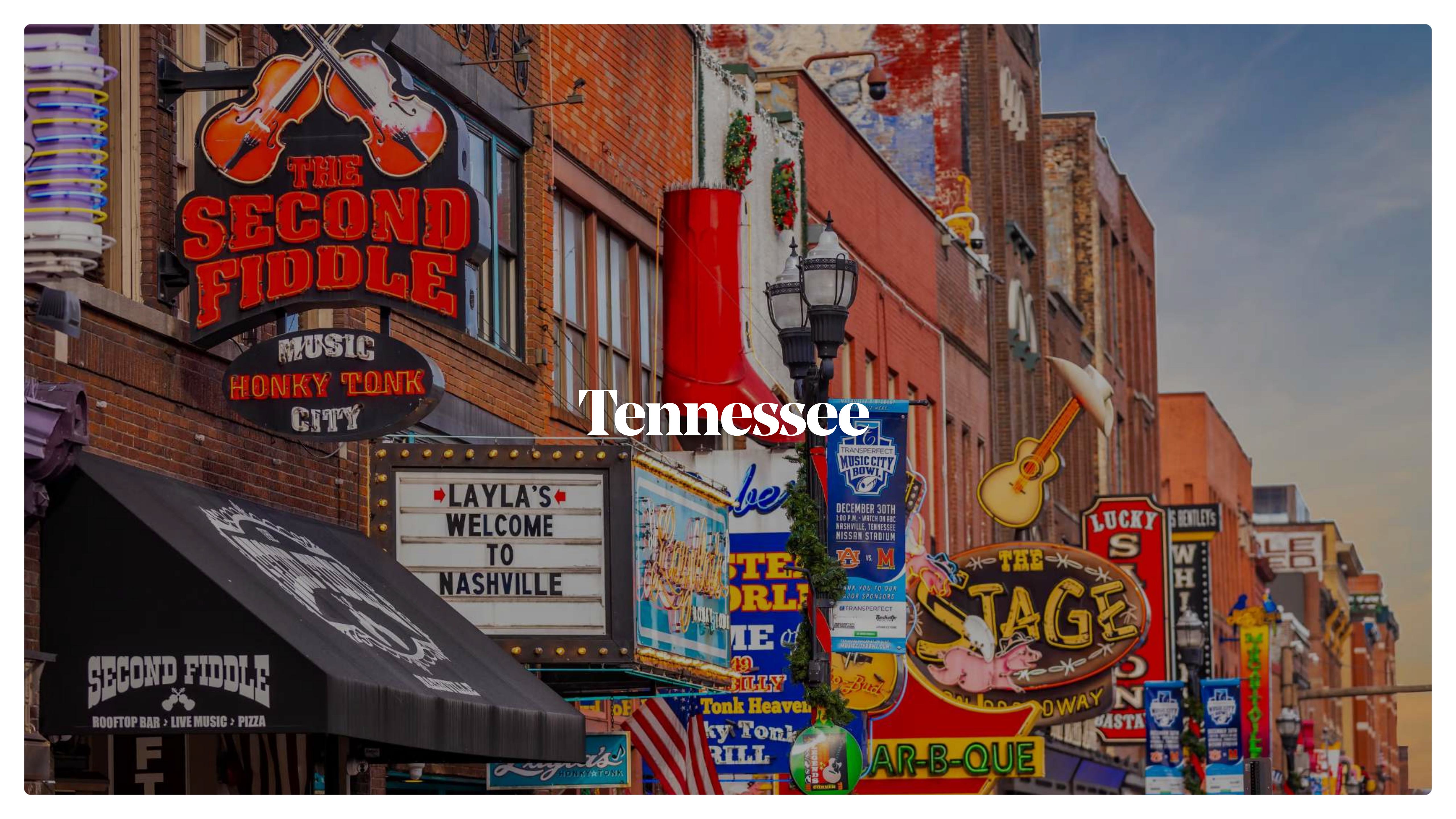
DELIVERABLES	KPI	BOOKED	DELIVERED	VARIANCE
Bespoke Microsite	Views	100,000	129,799	130%
3 x Digital Immersive Experiences (Ongoing)	Views	75,000	-	-
Paid Social Promotion	Impressions	12,500,000	12,705,472	102%
2 x Podcasts	Downloads	1000	1098	110%
20 page Print feature (North America Special)	Reach	591,795	591,795	100%

12.7m 

Total impressions

130k 

Total Views



THE
SECOND
FIDDLE

MUSIC
HONKY TONK
CITY

► LAYLA'S ◄
WELCOME
TO
NASHVILLE

SECOND FIDDLE
ROOFTOP BAR > LIVE MUSIC > PIZZA

Tennessee

TRANSPerfect
MUSIC CITY
BOWL
DECEMBER 30TH
1:00 P.M. - WATCH ON ABC
NASHVILLE, TENNESSEE
NISSAN STADIUM
A vs. M
THANK YOU TO OUR
MAJOR SPONSORS
TRANSPerfect
Hendrick
NISSAN

THE
STAGE
ON DOWAY

BAR-B-QUE

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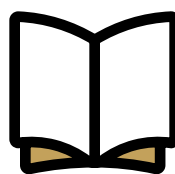
RESULTS

Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Tennessee.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of 809,627.



809,627

Readership



 **#1 UK TRAVEL MAGAZINE**
COPIES IN CIRCULATION AUDIT FEB 2025

323,851+

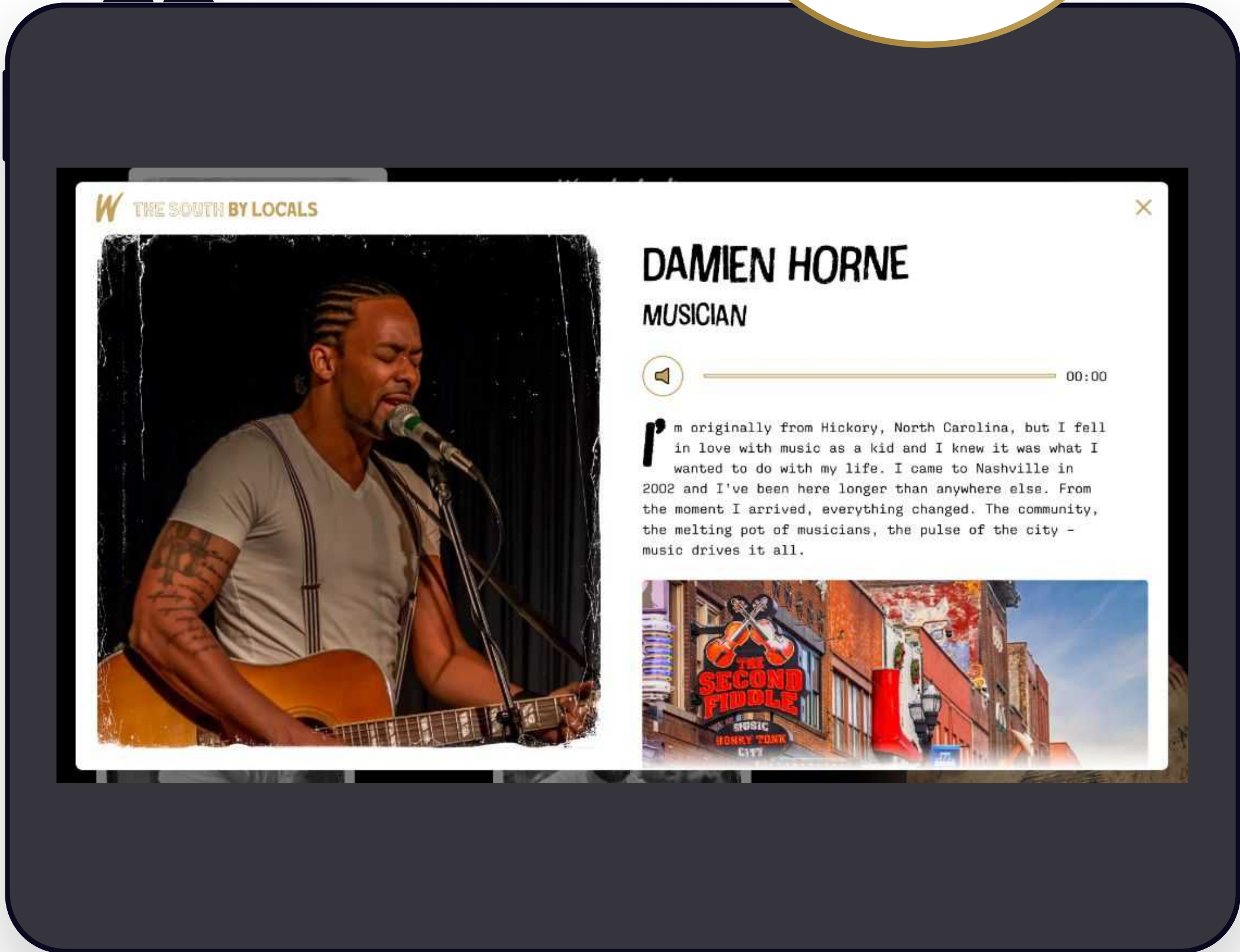
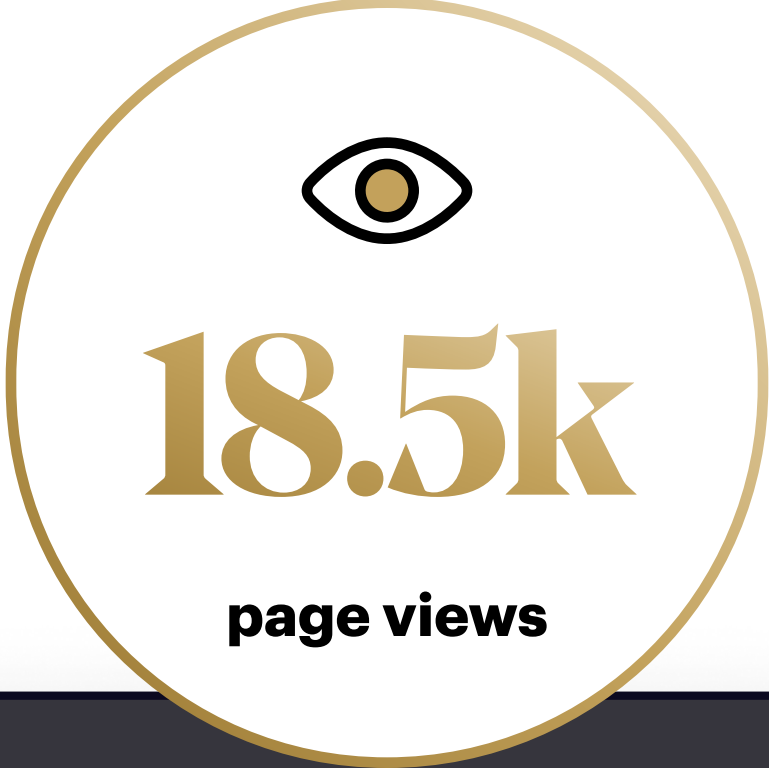
VIEW ONLINE VERSION

RESULTS

Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	18,543
Paid Social Impressions	1,815,067



[VIEW ONLINE](#)

Wanderlust®

Thank you

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