



AUNZ REPORT

JUNE 2026

Prepared By:

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ABOUT TSUSA

Global Partner Programming

Visitation to the USA. May 2026 i-94 arrival data (released June)

Australia:

- 81,616 arrivals in May, down -10% for the month YoY, (positive shift from being down -14% the previous month) and YTD (Jan to May) down -9.2% YOY.
- Australia ranked 10th among long-haul markets for the month

Ports of Entry - Australia to the USA:

- Texas continues to outperform other regions on a year-on-year basis, supported by increased airlift, comparatively stronger value, and ongoing interest in cowboy and Western culture. That said growth year-on-year is less than the double-digit percentage of growth seen in previous months.
- We forecast some of the demand for the USA this year will shift to June/July in favor of the world cup.

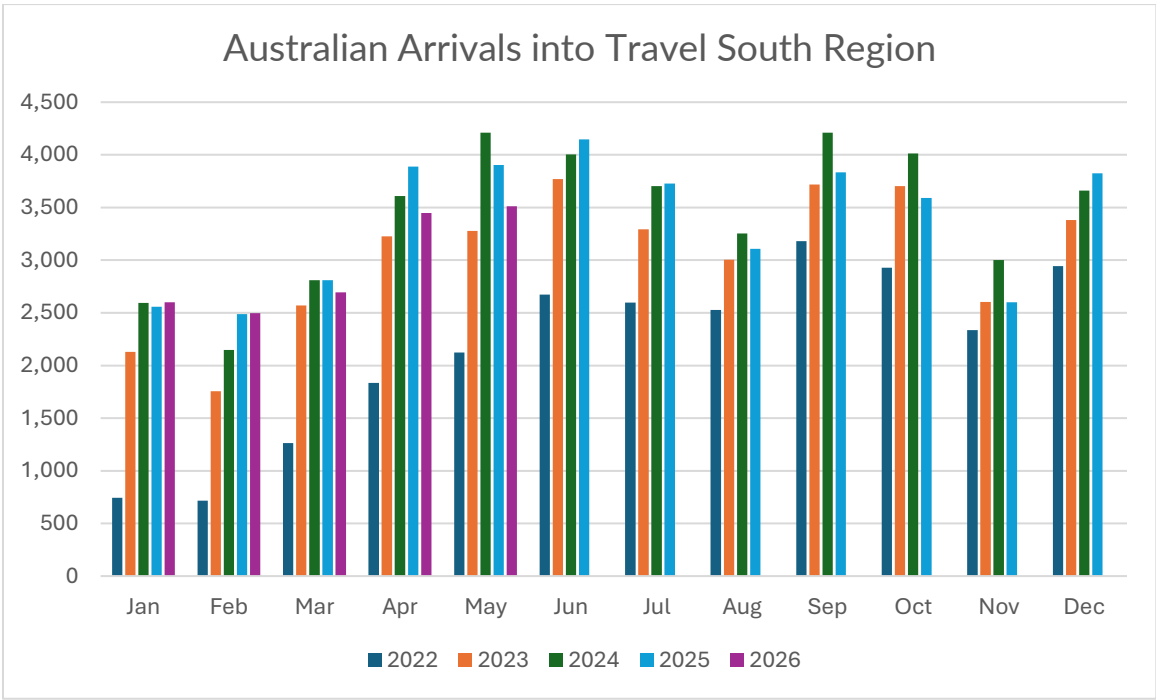
Port of entry	April arrivals	April 2026 vs 2025 difference	YTD Arrivals (Jan - Apr)	YTD, YOY difference
California	33,579	-10%	161,513	-10%
Hawaii	8,835	-23%	45,660	-12%
New York	6,209	-20%	22,933	-22%
Texas	8,449	2%	44,968	11%
Florida	1,864	-26%	13,965	-10%
All other ports	22,680	-4%	58,143	-10%





First intended address – Travel South

- 3,511 Australians listed a Travel South state as their first intended address in April.



New Zealand:

- 17,028 arrivals to the USA from New Zealand in May, down 19% for the month YOY, and YTD down - 24% YOY

Global Travel Demand from Australia.

April 2026 data was released by the Australian Bureau of Statistics (ABS) showing where returning residents spent most time abroad.

1.092M Australians returned from an overseas trip in April, an increase of 5% YOY.

The top 10 countries as follows:

- Value, close to home, and VFR ties driving demand for NZ, Japan, India, Vietnam and China.
- Thailand has lost market share to Vietnam, as low-cost carrier VietJet has increased airlift to Vietnam driving demand and effectively positioning Vietnam as the alternate to Thailand.
- Singapore likely to have seen significant growth year on year as the preferred transit hub to Europe as Australians avoid the middle east.





Rank	Country	April Visits	Percentage growth YOY	Ranking movement from last month
1	Indonesia	161,700	3%	↗ from 2
2	New Zealand	135,190	5%	↗ from 1
3	Japan	108,540	10%	↔
4	China	90,930	17%	↗ from 5
5	Vietnam	68,000	16%	↗ from 4
6	Thailand	62,170	-4%	↗ from 8
7	India	51,890	7%	↗ from 6
8	USA	47,900	-8%	↗ from 7
9	Singapore	39,570	2%	↔
10	Fiji	38,730	13%	↗ from 11





EXECUTIVE SUMMARY

- NTIA Most Popular Tourist Office Nomination
- Travel South Mission
 - Delegate Briefing
 - Showponi – World Travellers Briefing
 - House of Travel Briefing
 - Auckland VIP Lunch
 - Auckland Travel Agent Event
 - Melbourne Travel Agent Event
 - Media Breakfast Event
 - Luxury Escapes Briefing
 - Helloworld Briefing
 - Trade B2B Meetings
 - Media B2B Meetings
 - Consul Genera VIP Event
- June Newsletter
- International Showcase Australian/New Zealand Buyers
- Global Media Marketplace 2026 coverage and content





		Q1 TOTAL	Q2 TOTAL	Q3 TOTAL	April	May	June
9 partners AL/KY/LA /MS/MO/ NC/SC/TN /ROTS	Australia						
	Trade						
	Trade Meetings/Trainings	69	178	31	17	21	27
	Number of Agents Trained	114	226	28	10	82	215
	Travel Trade Newsletter Recipient	4068	15,920	11,369	3,722	3,699	3,678
	Trade Newsletter Open Rate	28.37%	27.27%	30.55%	26.33%	28.49%	29.28%
	Managed Media						
	Media Meetings	15	39	6	7	3	49
	Total number of articles published	38	36	27	12	125	32
	Impressions	41,719,406	6,136,659	18,266,587	2,603,548	20,696,677	4,955,824
	PR Newsletter Recipient	364	1,057	1,071	360	356	352
	PR Newsletter Open Rate	47.80%	43.82%	46.70%	45.28%	48.60%	50.57%
	Social Posts						
	Facebook Page						
	Followers	9,200	9,200	9,161	9,100	9,134	9,114
	Likes	9,200	27,600	27,553	9,100	9,134	9,114
	Facebook Posts						
	Reach	515	1,113	171,807	398	225	336
	Views	1,073	2,069	68,195	222	116	136
	Likes	8	14	0	4	0	3
	Comments	0	0	0	0	0	0
	Shares	0	0	0	0	0	0
	Instagram						





	Reach	21	18	11,608	9	9	11
	Views	527	762	29,144	76	48	82
	Followers	18	32	26	26	26	28
	Likes	25	20	18	8	9	4
	Comments	0	0	0	0	1	0
	Shares	0	0	0	0	0	0





II. COMMUNICATIONS & PR

- Earned media Coverage Book
- Global Media Marketplace 2026 coverage and content
- Global Market Media Place 25 media Coverage Book
- Travel South Mission





COVERAGE:

AUSTRALIAN **Golf Digest**

June 6th, 2026

Why South Carolina became the hottest spot in golf design

By Derek Duncan



It's no secret that it gets hot in South Carolina. But in terms of golf, the state has never been hotter than it is now.





When it comes to the quality and relevance of new course construction, South Carolina is burning.

In the last four years the state has become the epicenter of creative new golf architecture, rivaled only by Texas and Florida where there's also been a splurge of notable new courses.

RELATED: Our reviews of South Carolina's 2 newest course openings: Old Sawmill and Anson Point



In Texas and Florida, however, a big push has been a revival of the golf/real estate model, with courses developed as an amenity to upscale homesites—no surprise given the southward-shifting demographics of the country. Most of the real estate projects undertaken have been tasteful and low-density, catering to a luxury clientele in a way that the mass market housing and golf products of the 1990s and early 2000s didn't. But the model is returning, nonetheless.

PURE GOLF

In South Carolina the focus has been on golf-only, standalone clubs where designers and owners have based their investments on intriguing properties that can showcase their architecture. These new clubs are turning up throughout the state where the land is good for golf, not just in popular—and populous—destinations like the lowcountry and Atlantic Coast. The majority are private but at least two will offer avenues for public play.

Three new or significantly remodeled courses have opened so far this year, and six others are in various stages of construction and planning. The surge of new construction begs the question, why has South Carolina become ground zero for new American golf design?





CELEBRATE JUNETEENTH THROUGH VIRGINIA'S RICH HISTORY

Posted by Nichapa Ratchanathamchai | Jun 8, 2026 | Virginia | 0 📍 | ★★★★★



From waterfront festivals and live music performances to historic sites, cultural programs, and community gatherings, destinations throughout Virginia are commemorating Juneteenth in ways that honor African American heritage while inviting visitors to engage with local history, arts, and culture.

Below is a selection of Juneteenth events taking place across Virginia, offering media opportunities to explore the many ways localities are celebrating this important holiday.

FEATURED EVENTS

NORFOLK

Norfolk's Juneteenth celebration returns June 19–21 with a vibrant, waterfront festival honoring freedom, culture, and community at Town Point Park. Coinciding with Harborfest and Sail250 Virginia festivities, the multi-day celebration blends live entertainment, African American history and cultural programming, family activities, and community engagement along the Downtown Norfolk waterfront. Visitors can enjoy performances from nationally recognized artists, educational exhibits, historic interpreters, local vendors, and a Juneteenth Freedom Fireworks celebration over the Elizabeth River.

Highlights:

- Live performances by Patti LaBelle, Sister Sledge featuring Sledgendary, Roberta Lea, and regional artists
- Juneteenth Freedom Fireworks Celebration on Friday, June 19
- Interactive Discovery Deck Education Center featuring exhibits, performances, and hands-on activities
- Historic African American interpreters bringing important Norfolk and Underground Railroad stories to life
- "Juneteenth Walk in History" self-guided exhibit throughout Town Point Park
- Black-owned business vendors and diverse local food offerings
- Free admission and free Hampton Roads Transit service on Juneteenth

WILLIAMSBURG

Williamsburg will commemorate Juneteenth with a wide range of events honoring African American history, culture, and community through educational programming, live performances, storytelling, film, art, and reflection. Spanning multiple historic sites and venues throughout the destination, the celebration includes special programming at Colonial Williamsburg, the American Revolution Museum at Yorktown, William & Mary, and community organizations. Visitors can also explore local Black-owned businesses and Juneteenth experiences through Williamsburg's free Juneteenth Mobile Pass.





Travel Daily

Aussies loving the South

AUSTRALIAN and New Zealand visitation to the southern US is predicted to grow by 4.2% this year, driven by food and music experiences, as well as the FIFA World Cup 2026 and America 250 celebrations, according to Travel South USA.

Meanwhile, ANZ visitor spend in the region is expected to grow 6.4% YoY to US\$289.7m (A\$434.5m) this year.

During the recent Travel South USA trade event in Sydney, Doug Bourgeois, assistant secretary at the Louisiana Office of Tourism, said Aussies are an important market for the destination, given their high spend, preference for longer stays, and willingness to embrace new experiences.

"The thing about the Australian market is they are participants, and we're a place to participate, not a place of perspective," he told *Travel Daily*.

"Australians are really fearless,



they'll try anything, and they're open to it," he added.

Top experiences enjoyed by Australian travellers included road trips, both food and music festivals, as well as cruises along the Mississippi River, he added.

The briefing sessions were part of a four-day trade and media mission across Auckland, Melbourne and Sydney, where tourism leaders from the South strengthened their partnerships with travel trade, media, and industry stakeholders.

The event concluded with a reception hosted by the US consul general in Sydney. *JB*





AUSTRALIAN and New Zealand visitation to the southern US is predicted to grow by 4.2% this year, driven by food and music experiences, as well as the FIFA World Cup 2026 and America 250 celebrations, according to Travel South USA. Meanwhile, ANZ visitor spend in the region is expected to...





KARRYON

US South courts Aussie and Kiwi travellers as visitor spend tipped to hit \$413M

Travel South USA 2026 ANZ roadshow has wrapped a four-day trade and media mission across Auckland, Melbourne and Sydney, connecting with more than 200 trade, media and industry partners.



Travel South USA 2026 delegates and partners at the Australia and New Zealand mission reception hosted by the U.S. Consul General in Sydney on 18 June 2026. Image: Tanya Wilson





The recent Travel South USA 2026 mission opened in Auckland before moving to Melbourne and Sydney, closing with a reception hosted by the U.S. Consul General in Sydney.

It comes as Australian visitation to the American South is projected to grow 4.2 per cent year-on-year to 115,200 visitors in 2026 with spend tipped to climb 6.4 per cent to USD\$289.7 million (around AUD\$413 million).

Australia currently ranks as the region's seventh-largest international market by visitor spend and 12th by visitation volume, according to Tourism Economics & Future Partners data.



Catching up with the Louisiana Office of Tourism at the Travel South USA 2026 ANZ events.





The Travel South USA 2026 mission was led by South Carolina Director of Tourism Duane Parrish, Visit North Carolina Executive Director Wit Tuttell and Louisiana Office of Tourism Assistant Secretary Doug Bourgeois, alongside Travel South USA President and CEO Liz Bittner, a frequent visitor to Australasia.

The program brought together representatives from Alabama, Louisiana, Mississippi, Missouri, North Carolina, South Carolina and Tennessee, including Memphis Tourism, Nashville Convention & Visitors Corporation, Tupelo Convention & Visitors Bureau and New Orleans & Company.



The U.S. Space & Rocket Center and Space Camp were represented in the Travel South USA 2026 ANZ mission.

Attractions in the mix for the Travel South USA 2026 ANZ mission included the Grand Ole Opry, Country Music Hall of Fame and Museum and the U.S. Space & Rocket Center and Space Camp.

In addition, Louisiana vocalist Robin Barnes, known as The Songbird of New Orleans, travelled with delegates and performed at events across the three cities.





Travel South USA strengthens Australasian ties with multi-city trade mission

| [EVENTS](#) / [DAILY NEWS](#) / [USA](#) |

AUTHOR: Staff Writer | 23/06/2026 | 2 min. read



Travel South USA has completed a four-day trade and media mission across Australia and New Zealand, bringing together tourism leaders from across the American South to strengthen relationships with travel trade, media and industry partners ahead of a major period of tourism growth for the region.

The mission visited Auckland, Melbourne and Sydney, showcasing destinations, attractions and experiences from across the southern United States while highlighting key tourism drivers including FIFA World Cup 2026, America 250 celebrations, the centenary of Route 66 and the growing profile of the region's culinary sector.





The mission visited Auckland, Melbourne and Sydney, showcasing destinations, attractions and experiences from across the southern United States while highlighting key tourism drivers including FIFA World Cup 2026, America 250 celebrations, the centenary of Route 66 and the growing profile of the region's culinary sector.

More than 200 trade and media partners engaged

Led by Travel South USA President and CEO Liz Bittner, alongside senior tourism leaders from South Carolina, North Carolina and Louisiana, the mission brought together representatives from Alabama, Louisiana, Mississippi, Missouri, North Carolina, South Carolina and Tennessee.

Tourism attractions represented included the Grand Ole Opry, Country Music Hall of Fame and Museum, U.S. Space & Rocket Center, Space Camp, Memphis Tourism, Nashville Convention & Visitors Corporation, Tupelo Convention & Visitors Bureau and New Orleans & Company.

Delegates engaged with more than 200 travel trade, media and industry partners across the three-city programme, reinforcing the importance of Australia and New Zealand as key international markets for the American South.

Louisiana vocalist Robin Barnes, known as The Songbird of New Orleans, joined the delegation and performed at events throughout the mission, adding a cultural dimension to the programme.

Australia remains a key source market

Travel South USA used the mission to highlight the region's strong growth prospects in Australia. Visitor spending from Australia is forecast to reach US\$289.7 million in 2026, an increase of 6.4 per cent year-on-year, while visitation is expected to rise 4.2 per cent to 115,200 travellers. Australia currently ranks as the organisation's seventh-largest international market by visitor spend and 12th by visitor numbers.

The delegation also promoted the growing international profile of the South's food scene following the launch of the MICHELIN Guide American South in 2025. The inaugural guide recognised 228 restaurants across the region, including 22 one-star venues and New Orleans restaurant Emeril's, which received two MICHELIN Stars.

Major events drive future demand

Bittner said the timing of the mission aligned with a significant period for tourism across the southern United States.

"Australia and New Zealand continue to be incredibly important markets for the American South because travellers from this part of the world connect so naturally with what makes our region special – great food, incredible music, unforgettable road trips and genuine Southern hospitality," she said.

"With FIFA World Cup 2026, America 250 celebrations, the centenary of Route 66 and the MICHELIN Guide American South shining a global spotlight on our culinary scene, there has never been a more exciting time to explore the South."

The mission concluded with a reception hosted by the U.S. Consul General in Sydney, bringing together industry leaders, media and partners to celebrate tourism ties between the American South, Australia and New Zealand.

For more information, visit [Travel South USA](#)





TRAVEL SOUTH USA WRAPS MULTI-CITY ANZ MISSION



Edited by [Staff Writers](#)

Published on: 26th June 2026 at 9:30 AM



Travel South USA delegates and partners at the Australia and New Zealand Mission reception hosted by the U.S. Consul General in Sydney. Image: Tanya Wilson

SHARE



Travel South USA has concluded its annual roadshow in Australia and New Zealand ahead of a major period of tourism growth.

Across the four-day program, Travel South USA delegates engaged with over 200 travel trade, media and industry partners in Auckland, Melbourne and Sydney.

Led by South Carolina director of tourism Duane Parrish, Visit North Carolina executive director Wit Tuttell and Louisiana Office of Tourism assistant secretary Doug Bourgeois, alongside Travel South USA president and CEO Liz Bittner, the mission showcased the diversity, culture and tourism experiences of the American South.





In attendance were representatives from destinations across the region – including Alabama, Louisiana, Mississippi, Missouri, North Carolina, South Carolina and Tennessee – alongside tourism experiences such as the Grand Ole Opry, Country Music Hall of Fame and Museum, U.S. Space & Rocket Center and Space Camp, Memphis Tourism, Nashville Convention & Visitors Corporation, Tupelo Convention & Visitors Bureau and New Orleans & Company.

The events came at a pivotal time for the region, with the FIFA World cup currently underway, the centenary of Route 66 and America 250 celebrations. There is also growing recognition of South USA's culinary scene with the inaugural MICHELIN Guide North America featuring 228 restaurants across the region.



Travel South USA president and CEO Liz Bittner.





ONYA MAG ZINE

AUSTRALIA

8 FOODS YOU NEED TO TRY IN NEW ORLEANS



A melting pot of European, African, and Native American culture, New Orleans is packed full of flavour, history, and soul – and the same can be said about its food. For a taste as distinctly diverse and unique as the city itself, here are 8 foods you need to try on a visit to New Orleans.





The Myrtles Restaurant 1796

1. The Sazerac

Technically the Sazerac is not a type of 'food' but as 'America's first cocktail' it's a great way to start your tasting adventure. Made with a mixture of rye whiskey, Peychaud's Bitters, Herbsaint, sugar syrup, and a twist of lemon, the Sazerac was invented in New Orleans in 1838 by Creole apothecary, Antoine Peychaud.

These days, one of the best places to try it is Peychaud's at the Celestine. Alternatively, Sazerac House on the corner of Canal and Magazine Streets is dedicated to the historic cocktail by being part museum, part distillery, part bar. Housed in the French Quarter, just steps away from where the cocktail was originally served, Sazerac House is the ideal place to toast the town famous for its Mardi Gras, jazz, and good times.

2. Muffaletta

Inspired by ingredients of their home country, the Sicilian immigrant population of the late 1800's was responsible for the invention of a particular kind of Italian sandwich in New Orleans known as the Muffaletta. Typically packed full of cured meats like salami and ham, provolone cheese, and a spicy olive salad, the large, round sesame roll is perfect for sharing, though you may want it all to yourself!

With the first Muffaletta being sold from the French Quarter's Central Grocery and Deli, this is still the best place to pick one up. Alternatively, enjoy one sitting down from the friendly folks at historic Napoleon House, who do a pretty tasty, toasted version.





Australia Today Show Cooking

Enjoy a Cajun feast at home

Today Show

Updated June 15, 2026 - 11.18am. First published June 13, 2026 - 4.28pm



From a hearty gumbo to a sizzling seafood boil, there's nothing better than a spicy southern meal.

But trying to replicate that quintessential Cajun flavour can be a little intimidating.

Check out these recipes from the King and Queen of Louisiana seafood, Sam and Cody Carroll.





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Prize winner Andre Van der Walt, Flight Centre Albany; Alison Hopkirk, Delta; Penny Brand, Gate7, Liz Bittner, Travel South

Winner with DL and Travel South

Andre Van der Walt, from Flight Centre Albany, won a Travel South \$1000 land package plus a flight from Auckland flying in main cabin with Delta Air Lines to the South when he attended the Travel South Roadshow on Monday night.

From Auckland, after a stop at LAX, clients can fly directly into New Orleans, Kansas City, Memphis, and Raleigh on Delta. Atlanta, Georgia is the home of Delta offering an extensive selection of southern cities from Delta's largest hub in the USA.





At the JW Marriott in Auckland yesterday... Chris Ingram, Memphis Tourism; Liz Bittner, Travel South, Penny Bran, Jacob Annesley, both Gate7

'All Y'all welcome: South comes with key message

Emphasising the 'All Y'all welcome' message and addressing current misconceptions in market are two key objectives of a trade delegation from USA's southern states this week.

'We've got that southern saying that means everyone is welcome and we think this is especially important in the current environment around geopolitics,





'All Y'all welcome: South's key message

Continued from page 1

economics and challenges effecting travel generally,' says Liz Bittner, president and CEO of Travel South. 'The number one way to dispel rumours is to address them personally and help the trade and their clients to understand the facts beyond what they might see in media both social and traditional.'

Atlanta based Bittner, who was in Auckland yesterday with 20 plus representatives from the 12 Travel South States, says the FIFA World Cup, for which Atlanta and Kansas City are amongst the host locations, is an important part of a positive narrative.

'The social media coming out of the event is fabulous and it's authentic story telling from people who are not just going to the games but dining out, meeting the local people and walking the streets. These are experiences you don't see on slick promotional videos and they really help to sell America.'

She says the Travel South roadshow (which heads to Australia today) will be

emphasising the region's pillars such as food and being the birthplace of Americana music.

'Something we perhaps don't talk about enough are our National Parks and State Parks – three times more people visit the Great Smokey Mountains than they do the Grand Canyon for example.'

She says the southern parks are not subject to new fees, are not crowded and have spectacular landscapes and opportunities for hiking and biking.

'Clients can combine the outdoors with our small towns, food and city life.'

Travel South is also focusing on the ease of road-tripping, using the Houston gateway connected by Air New Zealand and heading to states such as Arkansas, Alabama, Louisiana, Mississippi and others.

'We have the Mardi Gras Express train now too, travelling between Mobile, Alabama and New Orleans. There are a lot of stops in Mississippi along the way and people can get on and off. It's like a road-trip by train.'



Emily Palm, Greg Fleming, both US Space and Rocket Centre, Huntsville Alabama; Laura Hicks, Alabama Tourism; Paula Watson, Houst of Travel



Laurel Bennett, Nashville Convention and Visitors Bureau; Andrew Gay, Travel USA; Megan Sheets, Visit Missouri





Southern US Trip Is A Hit With Kiwis

June 10, 2026

Travel USA's latest USA journey, Soundtracks of the South has become one of the company's most requested themed itineraries.

Company founder Andrew Gay says it continues to be a standout choice for Kiwi travellers seeking a taste of America's musical heartland, 'following the story of the Deep South through Nashville, Muscle Shoals, Clarksdale and Memphis'.

The self-drive, self-explore trip has been created for travellers who want to experience the music, culture and landscapes of the Southern states at their own pace, while still benefiting from a structured and bookable framework of highlights, he adds.

The itinerary traces the evolution of American music from country and soul through to blues and rock'n'roll, while connecting iconic venues with authentic, on-the ground experiences.

Key inclusions feature the Country Music Hall of Fame, RCA Studio B, Grand Ole Opry with backstage tour, Jack Daniel's Distillery, Sun Studio, a Mississippi River dinner cruise, Beale Street, and the Ultimate VIP Graceland Elvis Experience.



©Mana5280 on Unsplash

... Air Connections

Gay says the tour aligns seamlessly with Star Alliance airline partners Air New Zealand and United Airlines, with convenient one-stop connections into Nashville or Memphis via key gateway cities including Los Angeles, San Francisco and Houston. Clients can also take the tour in reverse, offering flexibility in routing and travel style to suit a wide range of client needs, he adds. The itinerary is supported by marketing assets and adaptable content for distribution across agency channels and can be co-branded (e-mail andrew@travelusa.co.nz). See the full itinerary [HERE](#).





BEYOND^{THE} STORY

Julia Abbondanza · Jun 19 · 3 min read

A photographer noticed something in Robin's leg. It turned out to be the reason her album exists.

Robin Barnes is a singer/songwriter from New Orleans, whose voice has carried jazz and funk across stages from the French Quarter to London's Royal Opera House. She spent fifteen years singing other people's songs before she trusted her own voice enough to record one. Then a friend behind a camera noticed something in her body that she hadn't.





It was the New Orleans accent that caught her first, not the words.

"Rum-in baby," the photographer said, because nobody in that city says Robin the way it's spelled.

"I know you work out. But is this a muscle?"

He had three years of performance photos to show her, all with the same pose, same shoes, same stage.

Except her leg had grown.

Robin Barnes thought he was being petty. She is, by her own account, one of the healthiest people she knows. It took a doctor's visit, then months of waiting, to learn that what the camera had caught was a tumour.

Nobody in her family had been through anything like it. There was no one to call, and nothing to Google that would tell her what came next.

She had spent fifteen years singing other people's music before this.

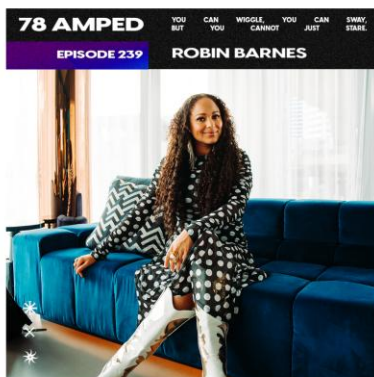
Growing up, her father Robino Barnes played jazz and soul, her mother loved Elton John and the Beatles, her brother played Bob Marley, and New Orleans gave her everything else the city has ever produced.





78 AMPED

A LITTLE MORE WASHBOARD FT. ROBIN BARNES



Following the release of her debut record "Louisiana Love", Sam catches up with New Orleans musical polymath Robin Barnes. They cover how the record captures not only the sounds but the soul of the state, how Aussie audiences get peer-pressured into dancing, and why Robin's debut might not be her actual debut.

Connect with Robin Barnes on [Instagram](#) and [TikTok](#), and listen to 'Louisiana Love' on [Spotify](#) and [Apple Music](#). Learn more about travelling through the U.S.A's incredible musical cities with [Rhythms of The South](#).

Listen on: [Spotify](#) | [Apple Podcasts](#) | [YouTube](#) | [iHeart](#)





Will Salkeld, Alabama Pre-Fam



wilkeld Alabama

...

wilkeld Comment GULF and I'll DM my itinerary! Alabama us

I never knew [@alabamatravel](#) had such diverse natural beauty and sandy beaches that rival the best in the world.

For a relaxing getaway with southern charm and enough fresh seafood to put you in a happy coma, you're going to want to spend at least a week here.

I've curated the best experiences on my [@byrd.li](#) travel club so comment 'GULF' if you want me to send it over.
[#Alabama](#) [#GulfShores](#)

2w

jesssarose Wow. Can we do North Carolina next 2w Reply

View replies (1)

miriamzaki This looks like ideal road trip territory @ineedtochangemyname 2w 2 likes Reply

View replies (1)

jasminestandfield GULF 2w Reply

View replies (1)

sophiekaldor GULF

Liked by [miriamzaki](#) and 121 others

June 24

Add a comment...

Post





Will Salked, Library of assets





COMMUNICATIONS & PR

Media Contacts (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next step
Aleney De Winter, Boy Eats World/Freelance	Attended Travel South USA Mission	Send thanks for attendance
Christian Barker, Signature Media	Attended Travel South USA Mission	Send thanks for attendance
Julie Jones, Travel Without Limits	Attended Travel South USA Mission	Send thanks for attendance
Michael Turtle, Time Travel Turtle/Freelance	Attended Travel South USA Mission	Send thanks for attendance
Jessica Manson, Medium Rare/Qantas	Attended Travel South USA Mission	Send thanks for attendance
Cinzia Giacchi, Vinyl Media	Attended Travel South USA Mission	Send thanks for attendance
Sofia Geraghty, Travel Weekly	Attended Travel South USA Mission	Send thanks for attendance
Ivy Carruth, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Julia Abbondanza, Beyond The Story/Freelance	Attended Travel South USA Mission	Send thanks for attendance
James Bale, Travel Daily	Attended Travel South USA Mission	Send thanks for attendance
Christian Barker, Signature Media	Attended Travel South USA Mission	Send thanks for attendance
Madelin Tomelty, Luxury Travel Magazine	Attended Travel South USA Mission	Send thanks for attendance
Genevra Leek, Qantas	Attended Travel South USA Mission	Send thanks for attendance
Mark Harada, KarryOn	Attended Travel South USA Mission	Send thanks for attendance
Anne Majumdar, LATTE	Attended Travel South USA Mission	Send thanks for attendance
Craig Platt, Traveller	Attended Travel South USA Mission	Send thanks for attendance





Richard Clune, ROAM	Attended Travel South USA Mission	Send thanks for attendance
Paul Chai, Dream by Luxury Escapes	Attended Travel South USA Mission	Send thanks for attendance
Shireen Khalil, News.com.au	Attended Travel South USA Mission	Send thanks for attendance
Imogen Eveson, Australian Traveller	Attended Travel South USA Mission	Send thanks for attendance
Charis Perkins, AFR Life & Leisure	Attended Travel South USA Mission	Send thanks for attendance
George Epaminondas, Travel + Luxury	Attended Travel South USA Mission	Send thanks for attendance
Sarah Swain, Nine	Attended Travel South USA Mission	Send thanks for attendance
Katrina Loble, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Ute Junker, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Helen Hayes, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Carla Grossetti, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Ivy Carruth, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Kristie Kellahan, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Sofia Geraghty, Travel Weekly	Attended Travel South USA Mission	Send thanks for attendance
Anabel Dean, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Jane Reddy, Traveller	Attended Travel South USA Mission	Send thanks for attendance
Susan Bugg, Escape	Attended Travel South USA Mission	Send thanks for attendance
Justin Jamieson, Get Lost	Attended Travel South USA Mission	Send thanks for attendance
Kate Gazzard, Get Lost	Attended Travel South USA Mission	Send thanks for attendance
Nadia Bailey, Broadsheet	Attended Travel South USA Mission	Send thanks for attendance
Samantha Allemann, Freelancer	Attended Travel South USA Mission	Send thanks for attendance





Ricky French, Freelancer	Attended Travel South USA Mission	Send thanks for attendance
Bianca O'Neill, Freelance	Attended Travel South USA Mission	Send thanks for attendance
Tracey Cheung, SBS Food	Attended Travel South USA Mission	Send thanks for attendance
Pauline De Leon, Broadsheet	Attended Travel South USA Mission	Send thanks for attendance
Angela Dominey, Travel Today	Attended Travel South USA Mission	Send thanks for attendance
Stu Freeman, TravelINC Memo	Attended Travel South USA Mission	Send thanks for attendance
Megan Singleton, Blogger at Large	Attended Travel South USA Mission	Send thanks for attendance
Alice Hampson, Capsule NZ	Attended Travel South USA Mission	Send thanks for attendance
Trupti Biradar, Escape Video	Attended Travel South USA Mission	Send thanks for attendance
Anna Sarjeant, NZ Herald	Attended Travel South USA Mission	Send thanks for attendance
Emma Stanford, Stuff	Attended Travel South USA Mission	Send thanks for attendance
Nicholas Eager, News.com.au	Pulled out of Travel South USA Mission	Presented to them separately instead.





III. TRAVEL TRADE

Trade Contacts (phone calls, emails, personal meetings).

Contacts	Interest/Status	Follow-up /Next step
Alison Hopkirk National Account Manager NZ Delta Air Lines	Liaison and coordination with Alison on Auckland event and prize giveaway from Delta.	N/A
Yvette Montell Agency Sales Executive VIC/TAS/SA Global Sales Delta Air Lines	Liaison and coordination with Alison on Auckland event and prize giveaway from Delta.	N/A
Jodie Collins Senior Manager- Tourism Board Partnerships Luxury Escapes	Liaison with Jodie for Travel South Mission meeting in Melbourne, plus attendance at International Showcase.	N/A
Joran Carpenter Trade Partnerships Manager Helloworld	Liaison with Jordan for Travel South Mission meeting in Melbourne, plus attendance for Madison at International Showcase.	
Gordie Bayne Founder Showponi	Liaison with Gordie for Travel South Mission meeting in Auckland.	N/A
Paula Watson Head of Long Haul & Supplier Relations Shona Bray North American Product Manager House of Travel	Liaison with Paula and Shona for Travel South Mission meeting in Auckland, plus more information on attending International Showcase in Nashville.	N/A
Travel South Delegate Briefing	Presentation on state of the market, travel trends and mission week.	N/A
Gordie Bayne Founder Showponi	Delegate update on World Travellers	N/A





Paula Watson Head of Long Haul & Supplier Relations Shona Bray North American Product Manager House of Travel	Delegates update on House of Travel	N/A
Auckland VIP Event	VIP Lunch with 20 Trade and Media for Travel South Mission	N/A
Auckland Agent Event	Auckland agent event with 96 travel agents in attendance	N/A
Melbourne Agent Event	Melbourne agent event with 796 travel agents in attendance	N/A
Jodie Collins Senior Manager- Tourism Board Partnerships Luxury Escapes	Delegates update on Luxury Escapes	N/A
Joran Carpenter Trade Partnerships Manager Helloworld	Delegates update on Helloworld	N/A
B2B Trade Appointments	B2B Trade Meetings with Flight Centre, Envoyage, Travel At 60, Ignite Holidays, Luxury Escapes, Helloworld, Brydli, itravel, Travel Managers, Adventure World, Infinity Holidays and Chris Watson Travel.	N/A
Consul General VIP Event	VIP Consul General Events with 80 attendees	N/A
Bridget Kelly Journalist Travel Today (incorporating Tabs on Travel) bridget@traveltoday.co.nz	Interview with Bridget Kelly on the impact of the Travel South Mission and how important the New Zealand market is to the regions	N/A
Marie Devitt Loyalty Travel Partnership Manager Flight Centre World 360	International Showcase invite and registration support.	Ongoing





CLAIRE THOMAS Personal Travel Manager Travel Managers	Training and itinerary support for activities for Tennessee, Louisiana and Mississippi itinerary	N/A
Melina Vrottos Travel Manager Why Travel	Training and itinerary support for Southern Road trip	N/A
Emmalita Malmberg National Manager - Corporate Partnerships ATIA	Discussion on ATIA (Australian Travel Industry Associations_ merge with CATO (Council of Australian Tour Operators) and impact on the industry	N/A
Karina Isaza Travel Consultant Travel Club by Travel + Leisure	Training and itinerary support for Southern Road trip	N/A
Jolanda Odermatt Mobile Travel Advisor Independent Travel Broker	Training and itinerary support for Southern Road trip	N/A
Melina Vrottos Travel Manager Why Travel	Training and itinerary support for Southern Road trip	N/A
Vanessa Tihic Owner Boutique Travel Services	Training and itinerary support for Southern Road trip	N/A
Claire Thomas Personal Travel Manager Travel Managers	Training and itinerary support for Southern Road trip	N/A
Ashley Reynolds Personal Travel Managers Travel Managers	Training and itinerary support for Southern Road trip	N/A





TRAVEL SOUTH MISION

Delegate Briefing



Showponi, World Travellers & House of Travel Briefing





Auckland VIP Lunch





Auckland Travel Agent Event





Melbourne Travel Agent Event







Media Breakfast Event



Luxury Escapes Briefing





Helloworld Briefing





Sydney Trade B2B Meetings





Sydney Media B2B Meetings





Sydney Consul General VIP Event











Mission Feedback:

Thank you again for a fabulous evening. Your hosting skills are next level. Fabulous feedback from the agents.

Jade Mannix Helloworld/Viva Holidays

Just a quick note to say congratulations on what was such a fantastic B2B day. From the venue selection and lunch, through to the meeting format, evening event and artist (just wow — obsessed!), every detail felt incredibly well considered. The partners were, as always, so wonderful. I am very excited about working with many of them, and we have lots of chats in progress about AU campaigns now, which is great!

It was clear how much thought and effort went into bringing it all together. These events are never simple to pull off, and having attended them for the past 13 years, I can honestly say the great ones stand out and this was definitely one of them.

Vanessa Richards, Byrdli

Thank you for inviting me to the Travel South B2B this week it was a great way to reconnect and meet new contacts for the South. I especially enjoyed Thursday evening! I've got the beginning of what the itinerary's I plan to curate to take to our market, I may need to lean on you for advice and guidance but the plan is to have these launch before the end of August.

Cola Maurirere, Travel at 60

Just a quick note to thank you again for inviting me to the fabulous Travel South event last week. It was a great day – good meetings and lot of fantastic products, great company, food and an amazing venue. The VIP Consul General event was incredible.

Jitka Vondrousova, Ignite Travel

I hope you had a lovely weekend,
Just sending a huge thank you to you and everyone involved for the invite on Thursday.
It was a fabulous event, and I appreciated the chance to take part.

Lauren Ryan, MTA Travel

I just wanted to extend a sincere thank you for the invitation to the Travel South USA event at the Consul-General Residence last Thursday, what a special evening!! The venue, the delicious southern food, the cocktails and live music all made for a truly memorable experience.

Adam Dickson, Infinity Holidays



CAMPAIGNS & ACTIVITY

Helloworld Campaigns: Louisiana

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LOUISIANA

YEAR OF THE OUTDOORS

VISIT THE USA

NEW ORLEANS

6 DAY NEW ORLEANS DELIGHTS

INCLUDES:

- 5 nights at Hyatt Centric French Quarter New Orleans **** in a Standard Room*
- 5 hour New Orleans City Tour and Steamboat Natchez Jazz Cruise
- 2.5 hour French Quarter Food Experience
 - Guided walking tour of the French Quarter and Old Town,
 - 4 food stops, and 6 food samples
- Visit to the French Market, America's oldest public market
- Hot sauce tasting and insights into Louisiana's spice heritage
- 2.5 hour VIP Craft Cocktail Walking Tour
 - 4 stops at iconic French Quarter establishments and 3 classic cocktails

VALUED FOR TRAVEL: 5 nights at Hyatt Centric French Quarter New Orleans **** in a Standard Room* = \$1,000. Add on an extra \$200 per person for travel = \$1,200. Total: \$1,200.00

\$799* per person best share

6 DAY EXPLORE NEW ORLEANS

INCLUDES:

- 5 nights at ALoft New Orleans Downtown ***** in a Standard Room*
- 6 hour Plantation & Swamp Tour
 - Combines the private Manchac Swamp and Oak Alley or Whitney Plantation
- Named swamp boat ride through Manchac Swamp.
- 2 hour Steamboat Natchez Jazz Dinner Cruise
 - Sightseeing Cruise on the Mississippi River
 - Live New Orleans swing style music
 - Buffet dinner
- 3 hour New Orleans City & Cemetery Tour with Garden District Stroll
 - Learn about the tradition of above ground burials as you explore St. Louis Cemetery
 - Free time under the oaks at City Park
 - Guided stroll through the Garden District, one of the most well-preserved neighborhoods in the USA

VALUED FOR TRAVEL: 5 nights at ALoft New Orleans Downtown ***** in a Standard Room* = \$1,000. Add on an extra \$200 per person for travel = \$1,200. Total: \$1,200.00

\$859* per person best share

LOUISIANA'S YEAR OF OUTDOORS

With over 7,000 miles of coastline and 21 state parks, "Sportsman's Paradise" is more than Louisiana's slogan, it's a time-tested truth that speaks to the state's deep connection with nature and outdoor adventure.

Cast a line in the Gulf, speed through the swamp on an airboat, explore a sculpture garden, take in the sunset from a lake cabin, pick peaches from a family orchard, or spot rare birds along the Mississippi Flyway. Every corner of Louisiana offers something new to discover, inviting you to experience the land at your own pace.

Launch a kayak, canoe, or paddle board and glide through swamps lined with thousand-year-old cypress trees, coastal marshes, and winding canals, or set sail on open waters where horizons stretch endlessly. Lace up and enjoy thousands of miles of trails for hiking and biking, weaving through forests, wetlands, and scenic byways. Or escape to a peaceful campground and simply relax beneath star-filled skies. Even when you're dining in a leafy courtyard, nature's bounty surrounds you, from fresh local produce to the rhythm of the outdoors.

In Louisiana, the road less traveled is endless, with hidden gems and unexpected moments waiting around every bend. Here, every getaway feels unhurried, immersive, and deeply rewarding, an experience that feeds your soul and stays with you long after you've left.

LOUISIANA
Feed Your Soul.

SELF DRIVES

8 DAY CAJUN CREOLE LOUISIANA TRAIL

NEW ORLEANS - LAKE CHARLES - BATON ROUGE - LAFALETTE - LAKE CHARLES - HOUSTON

INCLUDES:

- 2 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room
- 1 night at Days Inn by Wyndham LaPlace New Orleans *** in a Standard Room
- 1 night at Tru by Hilton Baton Rouge Citipace *** in a Standard Room
- 1 night at DoubleTree by Hilton Hotel Lafayette *** in a Standard Room
- 2 night at Best Western Plus Prien Lake Inn & Suites *** in a Standard Room
- Digital documentation and access to App with map, driving instructions and suggested stops
- 8 day Avis Group C (Toyota Corolla or similar) car hire*

VALUED FOR TRAVEL: 8 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room = \$1,159. Add on an extra \$200 per person for travel = \$1,359. Total: \$1,359.00

\$1,559* per person best share

9 DAY JAZZY JAMBALAYA ADVENTURE

NEW ORLEANS - BATON ROUGE - NATCHEZ - VICKSBURG - NATCHITOCHE - LAFALETTE - NEW ORLEANS

INCLUDES:

- 2 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room
- 1 night at Tru by Hilton Baton Rouge Citipace *** in a Standard Room
- 1 night at Hampton Inn & Suites Natchez *** in a Standard Room
- 1 night at Holiday Inn Vicksburg *** in a Standard Room
- 2 nights at Best Western Natchitoches Inn *** in a Standard Room
- 1 night at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room
- Digital documentation and access to App with maps, driving instructions and suggested stops
- 10 day Avis Group C (Toyota Corolla or similar) car hire*

VALUED FOR TRAVEL: 9 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room = \$1,159. Add on an extra \$200 per person for travel = \$1,359. Total: \$1,359.00

\$2,145* per person best share

13 DAY MUSIC & HISTORY OF THE SOUTH

NEW ORLEANS - JACKSON - BIRMINGHAM - MONTGOMERY - PENSACOLA - MOBILE - NEW ORLEANS

INCLUDES:

- 2 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room
- 1 night at Hampton Inn & Suites Jackson Downtown-Coleman *** Standard Room
- 2 nights at Homewood Suites by Hilton Birmingham Downtown near UAB *** Standard Room
- 2 nights at Hampton Inn & Suites Montgomery - Downtown *** Standard Room
- 2 nights at Hampton Inn Gulf Shores *** Standard Room
- 2 nights at Tru by Hilton Mobile *** Standard Room
- 1 night at Holiday Inn New Orleans-Downtown Superdome *** Standard Room
- 14 day Avis Group C (Toyota Corolla or similar) car hire*

ADD ON: The All-In-One ticket is your pass for admission to some of the best attractions and tours in Alabama. <https://www.alabamatravel.com/attractions/tickets>

VALUED FOR TRAVEL: 13 nights at Holiday Inn New Orleans Downtown Superdome *** in a Standard Room = \$1,159. Add on an extra \$200 per person for travel = \$1,359. Total: \$1,359.00

\$2,999* per person best share

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THE TRAVEL PROFESSIONALS

LOUISIANA

YEAR OF THE OUTDOORS

VISIT THE
USA

© Louisiana

8 DAY CAJUN CREOLE LOUISIANA TRAIL NEW ORLEANS

INCLUDES:

- 7 nights across 7 days in 3-star French styled accommodation
- Digital documentation and access to App with maps, driving instructions and suggested stops
- 10 day e-tickets to Cajun Creole or similar 'one hour' train

HIGHLIGHTS:

- Experience the vibrant culture of New Orleans, from the French Quarter to Lake Charles and the Atchafalaya
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations

\$1,599 per person

VIEW OUR TRAVEL: [1-800-828-8282](#)
Download our app and follow our app

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9 DAY JAZZY JAMBALAYA ADVENTURE NEW ORLEANS

INCLUDES:

- 7 nights across 7 days in 3-star French styled accommodation
- Digital documentation and access to App with maps, driving instructions and suggested stops
- 10 day e-tickets to Cajun Creole or similar 'one hour' train

HIGHLIGHTS:

- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations

\$2,145 per person

VIEW OUR TRAVEL: [1-800-828-8282](#)
Download our app and follow our app

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16 DAY MUSIC & HISTORY OF THE SOUTH NEW ORLEANS

INCLUDES:

- 7 nights across 7 days in 3-star French styled accommodation
- Digital documentation and access to App with maps, driving instructions and suggested stops
- 10 day e-tickets to Cajun Creole or similar 'one hour' train

HIGHLIGHTS:

- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations

\$2,999 per person

VIEW OUR TRAVEL: [1-800-828-8282](#)
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5 DAY RHYTHMS OF THE SOUTH NEW ORLEANS

INCLUDES:

- 7 nights across 7 days in 3-star French styled accommodation
- Digital documentation and access to App with maps, driving instructions and suggested stops
- 10 day e-tickets to Cajun Creole or similar 'one hour' train

HIGHLIGHTS:

- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations
- Enjoying the famous Cajun Creole and Louisiana's River Plantations

\$2,365 per person

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OUR TOP 5 REASONS TO VISIT LOUISIANA

- Music, Culture & Festivals:** From the jazz clubs of New Orleans to the Gulf of Mexico to the vibrant rhythms of Cajun and Zydeco, the state of Louisiana offers an unparalleled cultural experience. Translating our Louisiana heritage into the music, authentic local traditions, and food traditions.
- Authentic Local Traditions:** Louisiana is more than a state, it's a part of the culture. From award-winning restaurants to small-town bakeries, Louisiana offers a unique experience.
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\$2,365 per person

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LOUISIANA

YEAR OF THE OUTDOORS

8 DAYS RHYTHMS OF THE SOUTH ESCORTED TOUR

9 NEW ORLEANS - NATCHEZ - MEMPHIS - NASHVILLE - ATLANTA

FROM

\$2,379*

PER PERSON
TWIN SHARE

VISIT THE
USA

9 New Orleans

9 Memphis

9 Nashville



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TENNESSEE

SOUNDS PERFECT

VISIT THE
USA

7 DAY TUNES, TASTE AND TALE OF TENNESSEE 5-DAY DRINK

► MEMPHIS - ATLANTA

INCLUDES:

- 4 Night-come-in Cities 3-to-5 day hand-picked accommodation
- Club Experience and Private tour of Graceland
- Grandstand Memphis Audio system tour
- Self-guided tour of Elvis' vacation jam
- Self Access to the Blue Heaven Memphis Entertainment Complex

► 4 to 6 hrs. Auto. car hire in a Toyota Camrio or similar

HIGHLIGHTS:

- Walk through the home of the King of Rock 'n' Roll at Elvis Presley's home
- Stand where the stars have at the Ryman Auditorium and Grand Ole Opry
- Take in the sights and sounds at the Grand Opry House

8 DAY MYTHS OF THE SOUTH 5-DAY DRINK

► NEW ORLEANS - ATLANTA

INCLUDES:

- 4 Night-come-in Cities 3-to-5 day hand-picked accommodation
- Services of an local Tour Director
- Transport for an uncombined international

HIGHLIGHTS:

- Explore New Orleans, home to jazz, Creole Restaurant and vibrant scene of the French Quarter's come architecture and rich cultural heritage
- Visit the world-famous Mardi Gras parade through the Deep South and visit a local Architecture of the South
- Enjoy Shopping of Memphis including the Luther King assassination site, and Beale Street, home of the Blues
- Visit Graceland of Memphis including the home of the King of Rock and Roll, Nashville for live music, country, blues, and basketball

10 DAY BLUEGRASS & BOURBON TRAIL 5-DAY DRINK

► MEMPHIS - MEMPHIS

INCLUDES:

- 4 Night-come-in Cities 3-to-5 day hand-picked accommodation
- 10 Day Auto car hire in a Toyota Camrio or similar

HIGHLIGHTS:

- Visit the roots of blues, soul, and rock 'n' roll and the stars who shaped Memphis's vibrant, music capital
- Visit the world-famous Mardi Gras parade through the Deep South and visit a local Architecture of the South
- Visit the world-famous Mardi Gras parade through the Deep South and visit a local Architecture of the South
- Visit the world-famous Mardi Gras parade through the Deep South and visit a local Architecture of the South

MEMPHIS - ATLANTA

\$2,029

Includes: 4 Night-come-in Cities 3-to-5 day hand-picked accommodation, Club Experience and Private tour of Graceland, Grandstand Memphis Audio system tour, Self-guided tour of Elvis' vacation jam, Self Access to the Blue Heaven Memphis Entertainment Complex

NEW ORLEANS - ATLANTA

\$2,439

Includes: 4 Night-come-in Cities 3-to-5 day hand-picked accommodation, Services of an local Tour Director, Transport for an uncombined international

MEMPHIS - MEMPHIS

\$2,589

Includes: 4 Night-come-in Cities 3-to-5 day hand-picked accommodation, 10 Day Auto car hire in a Toyota Camrio or similar

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TENNESSEE

SOUNDS PERFECT

10 DAY BLUEGRASS & BOURBON TRAIL
SELF DRIVE

9 NIGHTS FROM **\$2,589*** PER PERSON
 FROM **\$1,299*** TWIN SHARE

VISIT THE **USA** | **helloworld**
 TRAVEL
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TENNESSEE
SOUNDS PERFECT

8 DAY RHYTHMS OF THE SOUTH
ESCORTED TOUR

9 NEW ORLEANS - NATCHEZ - MEMPHIS
- NASHVILLE - ATLANTA

7 NIGHTS FROM **\$2,439*** PER PERSON
TWIN SHARE

VISIT THE
USA

9 New Orleans

9 Nashville

TENNESSEE
SOUNDS PERFECT

10 DAY BLUEGRASS
& BOURBON TRAIL SELF DRIVE

9 MEMPHIS - LYNCHBURG - CHATTANOOGA - GATLINBURG
- LEXINGTON - LOUISVILLE - NASHVILLE - MEMPHIS

9 NIGHTS FROM **\$2,589*** PER PERSON
TWIN SHARE

VISIT THE
USA

9 Louisville

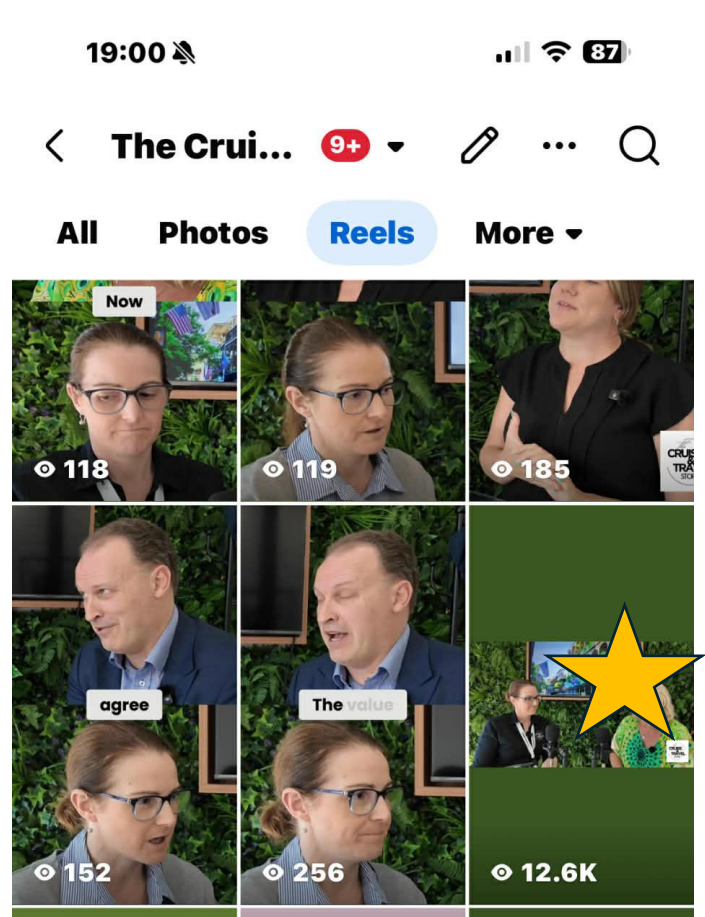
9 Chattanooga

9 Memphis





The Cruise and Travel Shop Vlog – 12.6K Views





NTIA 2026 NOMINEES

Congratulations to all nominees!



NATIONAL TRAVEL
INDUSTRY AWARDS

N O M I N E E





Newsletters – The Roots of Southern Food & The Bounty of the Sea

TRADE Newsletter – Recipients: 3,678 Open Rate: 1077 (29.28%)

PR Newsletter – Recipients: 352 Open Rate: 178 (50.57%)

TravelSouth
USA



It's a June Potluck: Anything Goes!

From outdoor adventures and scenic road trips to sweet treats, museums, and creative escapes, this month's journey celebrates the unexpected joys of summer travel. Scenic trails, vibrant festivals, cozy stays, and local flavours come together to create experiences filled with discovery, relaxation, and Southern charm. Whether exploring nature, enjoying hands on attractions, or finding hidden culinary gems, every stop offers something unique, proving that the best summer memories are often made through spontaneous moments and shared experiences.



TravelSouth
All Y'all Are Welcome USA



MISSISSIPPI

Explore the Great Outdoors

Mississippi invites travellers to experience scenic trails, peaceful waterways, and coastal adventure across the state. Explore the Great Mississippi Nature Trail, hike through the rugged landscapes of Tishomingo State Park, or discover hidden waterfalls at Clark Creek Natural Area. Along the Gulf Coast, kayaking, fishing, and sandy beaches near Gulf Islands National Seashore offer a relaxing escape. From forests to shoreline, Mississippi's outdoors showcases natural beauty, adventure, and Southern hospitality.



[Read More](#)

MISSOURI

A Flavourful Road Trip

Missouri's Highway 36, known as The Way of American Genius, blends food and history across the state. Travellers can discover Cajun flavours, nostalgic small towns, and memorable dining experiences along the route. Marceline celebrates Walt Disney nostalgia and sweets, Chillicothe highlights sliced bread classics, and Hannibal serves chocolates and themed dining. From roadside favourites to locally inspired cuisine, the journey offers a rich mix of flavour, culture, storytelling, and Midwestern charm.





LOUISIANA

Cool Off with Museums This Summer

Beat the summer heat by exploring exciting museums, aquariums, and discovery centres filled with history, science, and interactive fun. In New Orleans, the Audubon Aquarium and Insectarium brings visitors face to face with sharks, rainforest creatures, and fascinating insects. Elsewhere, immersive sports exhibits, hands on science experiences, and planetarium shows entertain all ages. These indoor attractions offer a memorable way to discover creativity, innovation, and Southern storytelling throughout summer.

[Read More](#)



NORTH CAROLINA

Creative Stays and Mountain Escapes

North Carolina offers creative stays and scenic outdoor escapes across the state. Travellers can relax in historic inns surrounded by mountain views, coastal landscapes, and small town charm. Artisan communities celebrate generations of craftsmanship, while stargazing experiences near forests and shorelines showcase the region's natural beauty after dark. From peaceful retreats to outdoor adventure, these unique stays blend history, creativity, nature, and relaxation into memorable Southern getaways.





SOUTH CAROLINA

In Bloom and Glow

June brings vibrant outdoor experiences filled with gardens, festivals, and natural beauty. Seasonal events showcase colorful floral displays, live music, local art, and regional food, while scenic waterways reveal rare blooms in striking natural settings. After sunset, glowing fireflies create unforgettable nighttime experiences in protected forest landscapes. From lively celebrations to peaceful moments in nature, summer offers a refreshing mix of beauty, discovery, and outdoor adventure.



[Read More](#)

KENTUCKY

Accessible Adventures for Every Traveller

Travellers can enjoy a wide range of accessible experiences, from scenic outdoor trails to family friendly attractions and natural wonders. Accessible parks, paved pathways, ramps, and ADA compliant facilities help create welcoming experiences for visitors of all abilities. Whether exploring caves, aquariums, or peaceful nature trails, these destinations make it easier to connect with the outdoors, discover local attractions, and enjoy memorable adventures designed with accessibility and comfort in mind.





TENNESSEE

A Bakery Gem Worth Discovering

This charming downtown bakery brings a taste of Europe to the South with French inspired pastries, elegant cakes, handcrafted cookies, and refined tea service. Created by a French trained pastry chef, the space blends classic craftsmanship with a warm, welcoming atmosphere inspired by equestrian style. Known for beautifully curated desserts and cozy hot cocoa service, it has become a beloved destination for visitors seeking sweet treats, comfort, and a touch of everyday luxury.

[Read More](#)



RHYTHMS OF THE SOUTH

Atlanta, Nashville and New Orleans

Summer brings music, outdoor adventure, festivals, and unforgettable flavours across these vibrant Southern cities. Visitors can enjoy global sporting events, live jazz, waterfront activities, scenic trails, and neighbourhood festivals alongside iconic local dishes and acclaimed dining. From outdoor patios and skyline views to museums, gardens, and historic streets, each destination offers its own blend of culture, entertainment, and Southern hospitality, creating memorable summer experiences filled with energy, creativity, and celebration.





SOCIAL CONTENT UPDATE

Gate 7 Private AU/NZ Travel Trade Community – 724 Members

 **Anita Fuentes**
Admin Group expert · · June 22 at 2:31 PM · 🌐

Adventure meets comfort at Cheaha State Park 🌲 ⭐

Travel South - Alabama

Looking for a nature escape in the USA that feels a little off the beaten path for Aussie and Kiwi travellers? 🌿

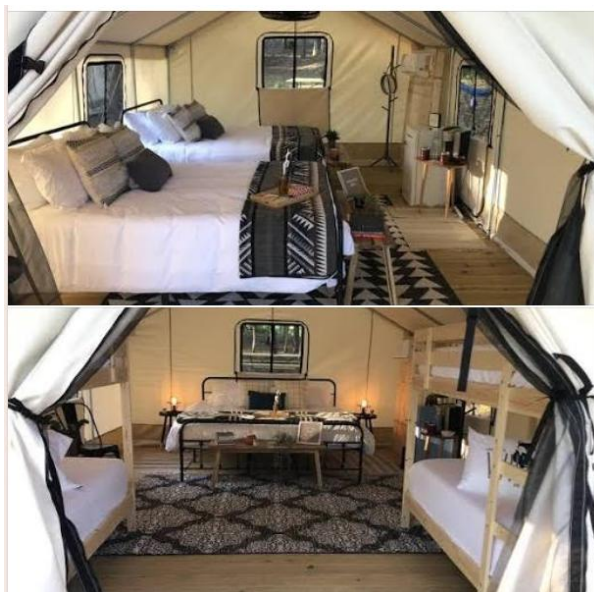
Tucked away in Alabama's Talladega National Forest, Cheaha State Park offers a unique glamping experience that blends comfort with the great outdoors. The park's safari-style tents are perfect for those who want to enjoy fresh mountain air, stunning forest views, and star-filled skies—without giving up a proper bed and modern comforts.

Wake up surrounded by wilderness, spend your days hiking scenic trails to Alabama's highest point, and unwind in the evening as the sun sets over rolling forest landscapes. It's peaceful, immersive, and ideal for travellers wanting something different from the usual city stays.

For Australians and New Zealanders planning a USA road trip, this is a hidden gem worth adding to your list especially if you love nature, adventure, and a touch of luxury camping. 🏡

📍 Cheaha State Park, Alabama
🌿 Glamping Safari Tents experience
⭐ Comfort, nature, and adventure in one stay

Book your escape and experience the outdoors in a whole new way.
<https://www.alapark.com/.../cheaha.../glamping-safari-tents> See less



 **Gate 7 Private AU/NZ Travel Trade Community**

 **Anita Fuentes**
Admin Group expert · · June 11 at 10:38 AM · 🌐

🔥🌍 Missouri is ready to welcome the world in 2026! 🌍

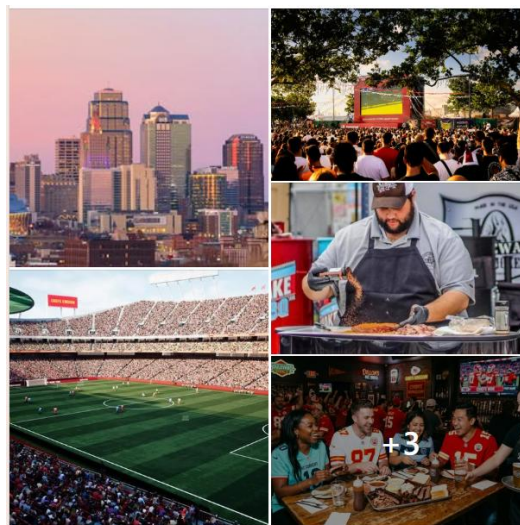
The FIFA World Cup is going to Missouri, with Kansas City stepping onto the global stage as an official host city for the FIFA World Cup 🏆🏈

As part of the action, it's set to become a global hotspot — where fans, culture, and world-class football collide like never before. 🔥

From stadium showdowns to city-wide celebrations, Kansas City, Missouri will be buzzing with energy, passion, and unforgettable fan experiences 🎉

Missouri is ready to deliver a World Cup moment the world will never forget 🗣️

Who are you backing in 2026? 🗳️ See less







Gate 7 Private AU/NZ Travel Trade Community



Anita Fuentes

Admin Group expert · · June 11 at 10:27 AM · 🌐

🔥 Calling all Aussie and Kiwi car enthusiasts!

Cruisin' the Coast® Returns | 4–11 October 2026

America's legendary Cruisin' the Coast® is back on the Mississippi Gulf Coast, celebrating its 30th Anniversary as "America's Largest Block Party!"

Across eight unforgettable days, thousands of antique, classic and hot rod vehicles take over a stunning 30-mile beachside cruising route, rolling through Bay St. Louis, Pass Christian, Gulfport, Biloxi, D'Iberville, Ocean Springs and Pascagoula.

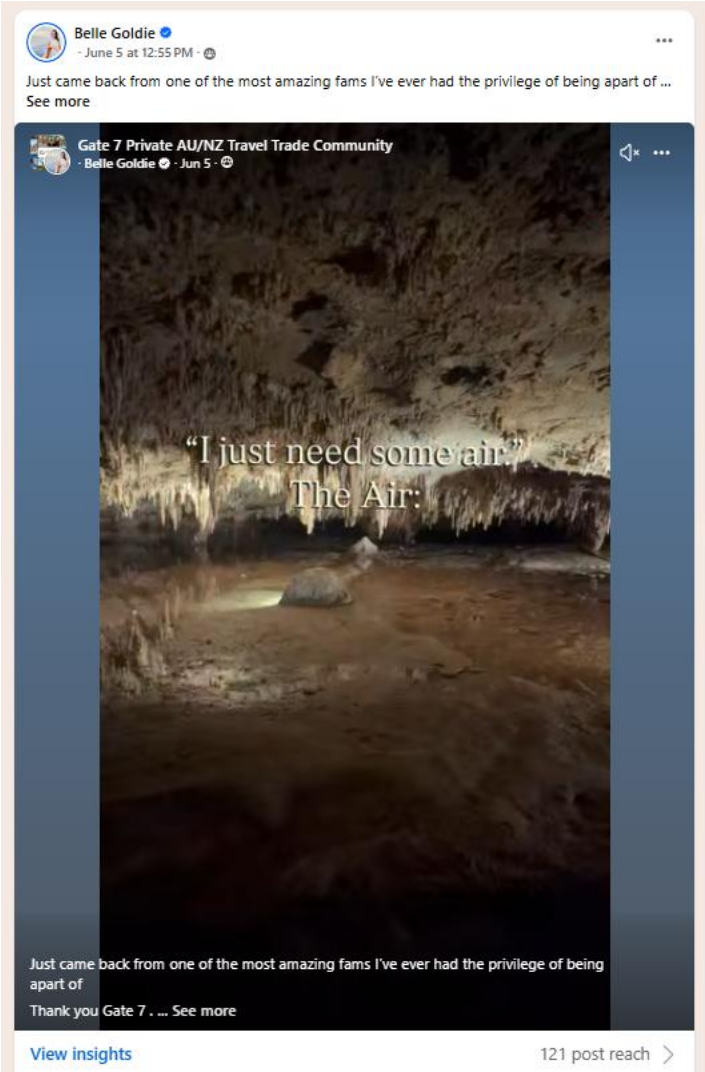
Expect non-stop action with cruise-ins, headline live music, oldies entertainment, a massive swap meet, the CTC/Vicari Auto Auction, food vendors and more -bringing together car lovers from across the USA and around the world.

It's the ultimate celebration of automotive nostalgia set against the backdrop of the Mississippi Gulf Coast. If you love classic cars, coastal drives and vibrant festival energy, this one belongs on your bucket list. 🚗🌟

<https://cruisinthecoast.com/>









Instagram:



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 Explore Mississippi's Great Outdoors

Mississippi invites travellers to experience scenic trails, peaceful waterways, and coastal adventure across the state. Explore the Great Mississippi Nature Trail, hike through Tishomingo State Park, or discover waterfalls at Clark Creek Natural Area. Along the Gulf Coast, visitors can kayak, fish, and relax on sandy beaches near Gulf Islands National Seashore.

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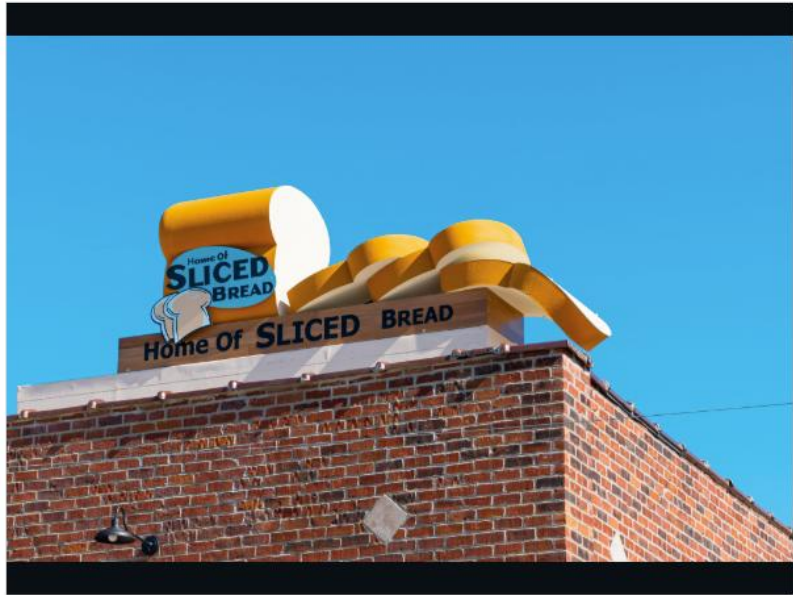




2 June

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 Missouri's Flavorful Road Trip

Missouri's Highway 36, The Way of American Genius, blends food and history across the state. In Kansas City, 1587 Prime by Patrick Mahomes and Travis Kelce offers upscale dining with locally sourced ingredients. Along the route, St. Joseph features Cajun cuisine, Marceline celebrates Walt Disney nostalgia and sweets, Chillicothe highlights sliced bread classics, and Hannibal serves...

 1







4 June

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 **Cool Off with Louisiana Museums This Summer**

Beat the summer heat by exploring Louisiana's exciting museums and discovery centers. In New Orleans, the Audubon Aquarium and Insectarium brings visitors face-to-face with sharks, rainforest creatures, and fascinating insects. Sports fans can visit the Louisiana Sports Hall of Fame to celebrate legendary athletes, while the Sci. Best Discovery Center

9 June

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 **North Carolina's Creative Stays & Mountain Escapes**

North Carolina offers creative stays and outdoor escapes across the state. Historic spaces like The Balladeer Hotel, Old Marshall Jail Hotel, The Radical in Asheville, and 21C Museum Hotel blend history, design, and comfort. Seagrove showcases generations of pottery craftsmanship, while PARI and Cape Lookout National Seashore offer unforgettable

11 June

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 South Carolina in Bloom & Glow

June in South Carolina brings vibrant outdoor experiences across the state. In Greenwood, the South Carolina Festival of Flowers fills the season with gardens, art, music, and local food. Along select riverways, rare rocky shoals spider lilies create striking natural displays, while Congaree National Park offers an unforgettable nighttime firefly viewing experience. From festivals to forests,

116 June

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 Accessible Adventures Across Kentucky

Kentucky welcomes travellers with a wide range of accessible experiences, from scenic outdoor trails to world-famous attractions. Visitors can explore over 20 accessible trails, major state parks, Mammoth Cave National Park, Newport Aquarium, and Ark Encounter. With ADA-compliant restrooms, ramps, and paved pathways, Kentucky makes it easier for everyone to experience the state's natural beauty and family-friendly attractions.

@kytourism

#KentuckyTourism #TravelSouth

118 June

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Tennessee's Bakery Gem

Triple Crown Bakery in downtown Franklin, Tennessee, brings a taste of Europe to the South. Founded by French-trained pastry chef Alena Vaughn, the bakery blends Ritz-Carlton refinement with Le Cordon Bleu craftsmanship, offering pastries, cakes, cookies, and elegant tea service in an equestrian-inspired setting. Since 2016, it has become a beloved local destination, also known for its cozy hot cocoa service and beautifully curated desserts. 🍰



@tnvacation

#MadeInTennessee #TravelSouth

No comments vet.



23 June



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Facebook:





Travel South USA's post



Travel South USA (AU, NZ)

4 June · 🌐

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🚗 Missouri's Flavorful Road Trip

Missouri's Highway 36, The Way of American Genius, blends food and history across the state. In Kansas City, 1587 Prime by Patrick Mahomes and Travis Kelce offers upscale dining with locally sourced ingredients. Along the route, St. Joseph features Cajun cuisine, Marceline celebrates Walt Disney nostalgia and sweets, Chillicothe highlights sliced bread classics, and Hannibal serves chocolates and themed dining.

📍 @visitmo

#MissouriAdventure #TravelSouth





Travel South USA's post



Travel South USA (AU, NZ)

9 June at 10:00 · 🌐

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🏠 Cool Off with Louisiana Museums This Summer

Beat the summer heat by exploring Louisiana's exciting museums and discovery centers. In New Orleans, the Audubon Aquarium and Insectarium brings visitors face-to-face with sharks, rainforest creatures, and fascinating insects. Sports fans can visit the Louisiana Sports Hall of Fame to celebrate legendary athletes, while the Sci-Port Discovery Center features hands-on science exhibits and a planetarium 🌌.

📍 @explore.louisiana

#ExploreLouisiana #TravelSouth





Travel South USA's post



Travel South USA (AU, NZ)

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11 June at 10:00 · 🌐



North Carolina's Creative Stays & Mountain Escapes

North Carolina offers creative stays and outdoor escapes across the state. Historic spaces like The Balladeer Hotel, Old Marshall Jail Hotel, The Radical in Asheville, and 21C Museum Hotel blend history, design, and comfort. Seagrove showcases generations of pottery craftsmanship, while PARI and Cape Lookout National Seashore offer unforgettable stargazing. Historic inns like Balsam Mountain Inn add timeless charm, creating unique stays rooted in culture, creativity, and nature.

📍 @visitnc

[#VisitNorthCarolina](#) [#TravelSouth](#)





Travel South USA's post



Travel South USA (AU, NZ)

16 June at 10:00 · 🌐

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🌸🌿 South Carolina in Bloom & Glow

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📍 @discover_sc

[#DiscoverSouthCarolina](#) [#TravelSouth](#)





Travel South USA's post



Travel South USA (AU, NZ)

18 June at 10:00 · 🌐

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📍 @kytourism

#KentuckyTourism #TravelSouth





Travel South USA's post



Travel South USA (AU, NZ)

23 June at 10:00 · 🌐

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📍 @tnvacation

[#MadeInTennessee](#) [#TravelSouth](#)





Market Update

Economic & Market Update

The following economic announcements were made in May:

- **Australian GDP growth slowed (3 Jun):** The economy grew by 0.3% in the March quarter, with annual growth at 2.5%. Growth remains positive but subdued, reinforcing a cautious consumer environment. [Source.](#)
- **RBA held rates at 4.35% (16 Jun):** The Reserve Bank kept the cash rate unchanged, noting inflation remains too high but the economy is showing signs of slowing. This keeps household budgets under pressure and discretionary travel decisions value-led. [Source.](#)
- **Monthly CPI eased slightly (24 Jun):** Annual inflation eased to 4.0% in May, down from 4.2% in April. While this is a positive signal, underlying inflation remains sticky, meaning cost-of-living pressure is still shaping consumer behaviour. [Source.](#)
- **Unemployment fell to 4.4% (25 Jun):** Employment increased by 40,300 people in May and the participation rate held steady at 66.7%. The labour market remains resilient, supporting travel confidence despite wider economic caution. [Source.](#)
- **Household spending rebounded (25 Jun):** Household spending rose 1.3% in May and was 5.5% higher year-on-year. Spending on hotels, cafes and restaurants increased, suggesting consumers are still willing to spend on experiences when value feels clear. [Source.](#)
- **AUD/USD dropped below US70c (June):** The Australian dollar fell from around US71.6c at the start of June to around US68.9c by 25 June, closing below US70c on 10 June for the first time since mid-March. This adds pressure to US holiday costs and reinforces the need for clear value messaging. [Source.](#)

Visitation to the USA.

- May 2026 i-94 arrival data (released in June)

Australia:

- 81,616 arrivals in May, down -10% for the month YoY, (positive shift from being down -14% the previous month) and YTD (Jan to May) down -9.2% YOY.
- Australia ranked 10th among long-haul markets for the month





Top 10 countries in 2025

Rank	Country	Visits	Percentage growth YOY
1	Indonesia	161,700	3%
2	New Zealand	135,190	5%
3	Japan	108,540	10%
4	China	90,930	17%
5	Vietnam	68,000	16%
6	Thailand	62,170	-4%
7	India	51,890	7%
8	USA	47,900	-8%
9	Singapore	39,570	2%
10	Fiji	38,730	13%

Tour Operators & Travel Agencies

- Travel USA's latest journey, Soundtracks of the South, has become one of the company's most requested itineraries. [Source page 4](#)
- Australia's travel industry is set to operate under a more unified banner after members of the Australian Travel Industry Association (ATIA) and the Council of Australian Tour Operators (CATO) voted overwhelmingly in favour of a merger. [Source](#)
- Helloworld has revealed its plans for its first ever global summit as Australian and NZ networks will gather in Las Vegas in 2027. [Source](#)
- Travel Managers has celebrated the efforts of the Top 50 Personal Travel Managers (PTMs) for the last financial year. [Source](#)
- The NRL has partnered with hospitality provider Qunit Australia to launch NRL Travel, with 2027 Rugby League Las Vegas packages now available. [Source page one](#)
- A new premium and lifestyle travel trade show will be held in Melbourne next May, called This is Travel. [Source](#)
- Virtuoso has wrapped up its national On Tour series, marking the first regional tour for new general manager, Kara Glamore. [Source](#)
- Flight Centre has been named among the Top 10 Inspiring Workplaces in Australasia at the 2026 Inspiring Workplace Awards. [Source](#)
- Intrepid Travel has reported its strongest June ever, driven by a 161% month-on-month increase in bookings, and the US saw impressive passenger growth, up 236% YoY. [Source](#)





- Flight Centre Travel Group has significantly lowered its FY26 profit guidance, citing the Middle East conflict's disruption to international leisure travel. [Source](#)
- Helloworld Travel Limited has nominated its chief executive for election to the Webjet Group board of directors. [Source](#)

Traveler Insights

- Expedia Group data shows searches in the 7-13 day booking window grew 25 per cent globally and across APAC in 2026. [Source](#)
- Around 1 in four (26%) Australians have either cancelled or postponed their 2026 travel plans due to the war in the Middle East, with younger Australians especially nervous about the ongoing conflict. [Source Page 4](#)
- A tourism expert has issued a warning about what tourism is meant to achieve and who benefits from it on the eve of the FIFA World Cup. [Source](#)
- Why Aussie women are choosing wellness retreats over traditional holidays. [Source](#)
- Travel industry advertising spend in Australia surged 12 percent year-on-year in 2025, as airlines, cruise lines, tourism bodies, tour operators and travel brands competed for Aussie travellers. [Source](#)
- Holland America Line is seeing strong interest in Kiwis keen to explore North America by sea. [Source Page 4](#)
- Brand USA has formally launched the Get Facts, Get Going toolkit to help the industry support visitors to the country. [Source page one](#)
- Travel trends show that wellness tourism is no longer niche, with Australian women investing in experiences that support emotional and physical wellbeing. [Source](#)
- 60% of LGBTQI+ travellers hide their sexuality or gender identity on holiday, a new study finds. [Source](#)
- North America has enjoyed strong momentum for global travel intent, up 1.01% compared with summer 2025. [Source](#)
- Travel for Australians soared to top destinations in Asia, while US trips fell dramatically in April 2026, official travel data has revealed. [Source](#)
- Australian soccer fans are travelling to the World Cup in record numbers, with booking data revealing a near-doubling of trips to host cities during the tournament's group stage. [Source](#)





Air Lift

- Melbourne is back in Air Canada's Australia conversation, with the airline possibly reopening the door to a direct Vancouver service. [Source](#)
- Qantas' Project Sunrise has hit a major milestone, completing the first test flight on the route to directly connect Australia's east coast to London and New York for the first time. [Source](#)
- Air Canada has celebrated its Brisbane-Vancouver connection, establishing Vancouver Airport as a key North American gateway for Australian travellers. [Source](#)
- The global airline industry is expected to remain profitable in 2026, but a sharp rise in fuel costs will slash earnings. [Source](#)
- Four in 10 Aussies successfully upgrade flights using points according to a money.com.au survey. [Source](#)
- Total agency-related air sales for the United States in May were up 15% year-on-year, according to new figures from Airline Reporting Corp. [Source page four](#)
- United Airlines has started installing free Starlink Wi-Fi on its Atlantic and Pacific routes for Mileage Plus members. [Source](#)

Media

- **News Corp launches "Go For It" travel confidence campaign.** News Australia has rolled out a large-scale editorial initiative aimed at rebuilding consumer confidence in travel, producing 200+ stories across its national titles. The campaign targets cost-of-living concerns and safety perceptions impacting outbound and domestic travel demand. [Source](#)
- **Vinyl Group acquires Time Out Australia, expanding lifestyle and experience media footprint.** Vinyl Group further expanded its publishing portfolio with the acquisition of Time Out Australia, strengthening its position in culture, lifestyle and "real-world experience" media. The deal reflects ongoing consolidation across digital publishing targeting urban audiences and experience-led consumption. [Source](#)
- **Nine relaunches nine.com.au into unified "six pillar" digital platform.** Nine has officially relaunched nine.com.au, consolidating more than 150 fragmented sub-brands into a single digital destination structured around News, Sport, Lifestyle, Travel, Entertainment and Shopping. The overhaul includes the integration of 9News into a new unified app experience and the folding of brands such as 9Honey into Lifestyle. The move is designed to increase audience engagement, streamline navigation, and strengthen commercial advertising performance across Nine's digital ecosystem, including its Travel content pillar. [Source](#)
- **Australian travel trends highlight shift toward experience-led and alternative destinations.** Karryon highlights emerging 2026 travel behaviour trends, showing Australians increasingly prioritising immersive experiences, slower travel, and less crowded destinations over traditional hotspots such as Bali and major European cities. The report also notes rising demand for boutique, wellness and culturally rich destinations as travellers seek more meaningful and less mass-market travel experiences. [Source](#)





- **Mamamia Out Loud reclaims #1 spot in Australian Podcast Ranker as Mamamia dominates audio media.** Mamamia Out Loud returned to the top position in the May 2026 Australian Podcast Ranker, reaching over 1.13 million monthly listeners and reaffirming Mamamia's stronghold in the women's lifestyle and news podcast category. The result highlights continued growth in podcast consumption across Australia, with news and society content remaining the leading genre and driving strong engagement among audiences planning both domestic and international travel.
[Source.](#)
- **Young Australians increasingly turn to influencers and AI for news consumption.** New research from the Digital News Report Australia 2026 shows a significant shift in how younger Australians consume news, with growing reliance on social media creators, influencers and generative AI tools such as ChatGPT for information. Nearly half of 18–24-year-olds now get news via TikTok, while over 40% of Australians overall consume news from influencers. The findings highlight a structural shift away from traditional publishers toward platform-led and creator-led media ecosystems, raising implications for trust, misinformation and how travel brands reach younger audiences.
[Source.](#)

Actions

- International Showcase Recruitment
- The Shire – Breakfast Training
- Trade & PR Newsletter
- Global Network AU/NZ Plan Presentation

