

Travel South USA

All Y'all Are
Welcome

GLOBAL PARTNER PROGRAM YEAR END REPORT

July 2025 – June 2026

EXECUTIVE OVERVIEW – Brazil 2025-2026

Brazil closed the July 2025–June 2026 cycle as one of Travel South USA’s most strategic and reliable overseas partners. TSUSA maintained a respected, in-market presence and moved the South decisively from “inspiration” to actual itineraries, training agendas, and content plans built into the Brazilian trade’s day-to-day sales.

The U.S. market context remained favorable: Brazil ranked among the top three overseas source markets, sustained approximately 1.9 million visitors in 2025, and is projected to reach around 2 million in 2026 and 2.4 million by 2030. This performance generated close to US\$ 9.8 billion in spending and was supported by robust air capacity through Florida and other gateways, giving Southern destinations solid access to both first-time and repeat travelers.

In this environment, TSUSA’s pillars—food and soul-food culture, music heritage, road trips, multi-state itineraries, and authentic local experiences—matched the evolving profile of Brazilian travelers. Demand is increasingly experience-driven, open to differentiated routes beyond the classics, and keen on trips that combine culture, gastronomy, nature, and time with family and friends. This alignment positioned the South as a natural “next step” for Brazilians who already know the gateways and are ready to explore more.

MARKET CONDITIONS - and strategic takeaway

Despite short-term fluctuations in global arrivals, the outlook for Brazilian travel to the United States remained positive, supported by growth projections through 2030, robust air connectivity, and an experience-driven traveler profile. Major events on the U.S. calendar and new flight routes from Brazil to important gateways created additional opportunities to position Southern destinations as natural extensions for sports, culture, and entertainment trips.

Overall, 2026 confirmed Brazil as a high-value, long-term growth partner for Travel South USA. The combination of trade relationships, training programs, communication platforms, and market insights established during the year positions TSUSA to capture incremental demand, expand multi-state product offerings, and consolidate the South as a leading choice for Brazilians seeking differentiated U.S. travel beyond the traditional gateways.

OVERVIEW IN NUMBERS

- 10 newsletters (Sept 2025–Jun 2026), each promoting 8 TSUSA destinations; themes included outdoor activities, festivals, holidays, road trips, tailgating, soul food, and Southern cuisine. Average newsletter open rate: 30% (peak 42.09% in Nov 2025).
- 232 trade meetings and more than 3,316 agents trained, including customized online sessions for high-end agencies in cities such as Ribeirão Preto, Fortaleza, Belo Horizonte, Santa Catarina, Maringá, Londrina, Uberlândia, Uberaba, Rio de Janeiro, and Curitiba.
- Travel South USA International Showcase (Kansas City, Dec 2025) with 10 Brazilian buyers and 1 journalist; resulting coverage reached an estimated 11.7K views and an audience of 614K.
- 515 articles published, generating nearly 32.6 million impressions, with notable peaks on March 26 (10M) and July 25 (4.2M), in outlets such as O Globo, Folha de São Paulo, Exame, Terra, MSN, IG, and R7.
- 10 press releases issued, aligned with newsletter themes and featuring all 8 TSUSA states; average open rate 24.07%.

MEDIA ACTIVITIES

Qualified, Strategic Visibility

TSUSA's communication strategy in Brazil prioritized quality over volume, focusing on trade-oriented visibility and consistent storytelling around Southern food, culture, music, and road-trip experiences.

Months	Articles Published	Coverage Impressions
July	37	4.259.507
August	30	1.095.802
September	49	2.604.664
October	49	3.848.202
November	26	480.797
December	49	3.248.001
January	45	1.341.484
February	46	4.257.335
March	40	10.068.773
April	48	1.625.602
May	54	2.267.779
June	42	1.746.569
Total FY 25-26	515	36.844.515

Key outcomes include:

- Ten newsletters between September 2025 and June 2026, each featuring eight TSUSA destinations and themes such as outdoor activities, holidays, festivals, tailgating, and Southern cuisine, with an average open rate of 30 percent and peaks above 42 percent.
- Ten press releases aligned with the same editorial calendar, generating qualified coverage and a 24.07 percent average open rate among Brazilian media and trade recipients.
- 515 articles and nearly 32.6 million impressions in leading outlets including O Globo, Folha de São Paulo, Exame, Terra, MSN, IG, and R7, with notable spikes in March and July 2026.

Participation in the Global Media Marketplace and curated fam trips with 5 top-tier journalists amplified these results, translating Southern narratives into high-impact stories on culture, gastronomy, music, and road travel. Together with the PANROTAS banner for the Travel South USA 2026 Guide in Portuguese, these actions kept the South visible in the right conversations and strengthened its reputation as an authentic, high-value region for Brazilian travelers.

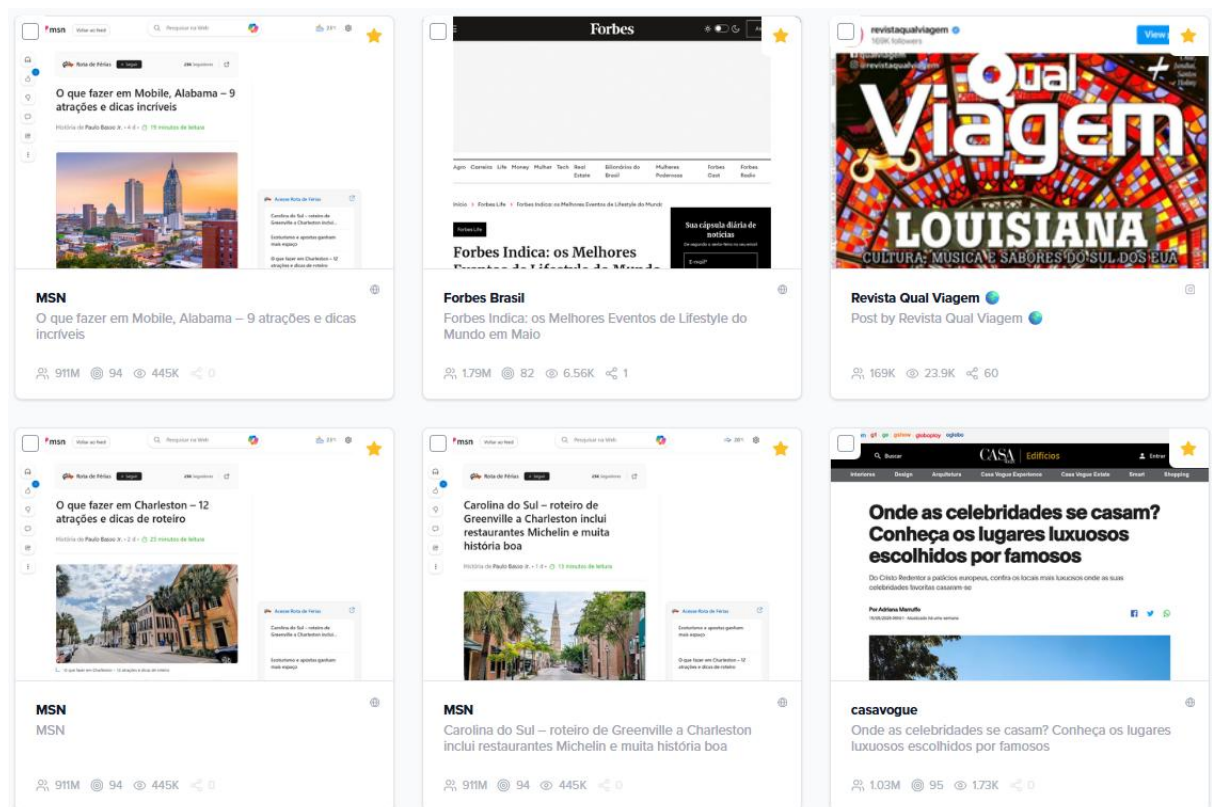
Monthly Press releases complement the communication process, keeping our journalist base and partners updated on routes, product ideas, and selling points across all eight TSUSA states, with themes including outdoor experiences, holidays, festivals, road trips, tailgating, soul food, and Southern cuisine. With an average open rate of around 30 percent and peaks above 42 percent, these newsletters became a reference touchpoint for Brazilian agents and operators looking to refresh their U.S. offering and integrate Southern content into their day-to-day sales.

PRESS RELEASES

10 press releases from September 25 to June 26, highlighting the content provided by the States every month. Average opening rate: 24.07%

Months	Stated Featured	Theme	Dedicated Media	Open Rate
September	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Biking & Hiking in the Outdoors	1.675	21,33%
October	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Trick or Treats	2.478	24,92%
November	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Festivals in 2026	2.362	24,22%
December	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Holiday Traditions	2.446	20,52%
January	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Hit the Road	2.478	23,39%
February	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Soul Food	2.386	23,92%
March	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Tailgating to Stadiums	2.678	26,74%
April	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	Gardens & Grilling	2.644	24,60%
May	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	The Roots of Southern Food	2.724	20,96%
June	AL - KY - LA - MS - MO - NC - SC - ROTS - TN	It's June Potluck: Anything Goes!	2.719	36,36%

Highlights



MONTHLY NEWSLETTERS (Feb 26 to Jun 26)



ONDE A COMIDA FAZ HISTÓRIA

Seu visito ao Sul dos Estados Unidos, onde a história, a cultura e a gastronomia se encontram para criar uma experiência única. O Sul dos Estados Unidos é uma região rica em tradições, história e cultura, com uma culinária que reflete a diversidade e a herança de seus habitantes. Explore a história da culinária do Sul dos Estados Unidos, desde os tempos antigos até os dias atuais, e descubra como a comida é uma parte fundamental da identidade da região.



A FESTA COMEÇA NO TAILGATING*

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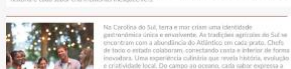
JARDINS, GRELHAS E BOAS HISTÓRIAS DO SUL

Seu visito ao Sul dos Estados Unidos, onde a história, a cultura e a gastronomia se encontram para criar uma experiência única. O Sul dos Estados Unidos é uma região rica em tradições, história e cultura, com uma culinária que reflete a diversidade e a herança de seus habitantes. Explore a história da culinária do Sul dos Estados Unidos, desde os tempos antigos até os dias atuais, e descubra como a comida é uma parte fundamental da identidade da região.



O MELHOR DA CULINÁRIA DO SUL DOS ESTADOS UNIDOS

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Amor em clima de pittoresco: a clássica "festa americana" em que cada convidado traz um prato para compartilhar:

Do salgado ao doce, tá tudo liberado!

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GUIA DE INSPIRAÇÃO 2026

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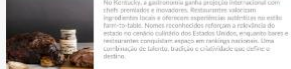
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GUIA DE INSPIRAÇÃO 2026

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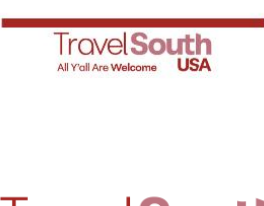
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TravelSouth
All Y'all Are Welcome
USA

Outlook
REPS

TRADE ACTIVITIES

From Awareness to Sales

Throughout the year, TSUSA delivered a consistent calendar of high-value meetings, events, and training sessions with leading operators and agency networks, ensuring that the South is treated as a core part of the U.S. portfolio.

Work with partners such as CVC Corp, BWT, Diversa, Lusanova, Interep, TBO, Kangaroo Tours, and others deepened the integration of Southern itineraries, including multi-state and self-drive products.

Training was a central pillar, with progressive programs turning key teams into “TSUSA specialists” through monthly state-focused sessions, hybrid formats, and on-demand recorded content.

Monthly state-focused online sessions and hybrid formats reached more than 3,300 agents in major and secondary markets.

Participation in major events and workshops (WTM-LA, Minas Travel Market, Festival das Cataratas, the BWT Convention, and road-trip themed activations) reinforced TSUSA’s positioning as an engaged, long-term partner and equipped frontline sellers with practical arguments to promote the South to families, groups, and repeat U.S. travelers.

Monthly trade newsletters (themed and related to Media releases) complemented work by keeping partners updated on routes, product ideas, and selling points across all eight TSUSA states, with themes including outdoor experiences, holidays, festivals, road trips, tailgating, soul food, and Southern cuisine. With an average open rate of around 30 percent and peaks above 42 percent, these newsletters became a reference touchpoint for Brazilian agents and operators looking to refresh their U.S. offering and integrate Southern content into their day-to-day sales.

These initiatives kept TSUSA in front of qualified decision-makers and frontline sellers, equipping them with practical arguments to promote the South to families, multigenerational groups, and repeat U.S. travelers. The result is a wider and more confident trade base actively selling Southern products.

TRADE EVENTS

July 16 – Europlus São Paulo (SP) - Attendance: 55 travel Agents

A breakfast seminar was held at Europlus's main office, welcoming multiple groups of travel consultants throughout the morning for a dynamic training experience. Participants explored the unique sights, sounds, and flavors of the Southern U.S., learning about the culturally rich destinations represented by Travel South USA. The training highlighted key GPP routes, including the Coastal Route (NC–SC), Beer, Bourbon & Whiskey (MO–KY–TN), and the Music Route (AL–MS–LA), designed to inspire road trip itineraries through the South. The event aimed to equip Brazilian travel professionals with the knowledge and enthusiasm to promote unforgettable journeys across the Southern states of the U.S.



July 17 – Costa Brava - Campinas (SP) -

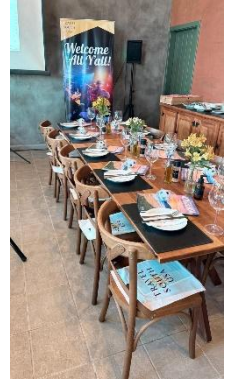
During our visit to Campinas, we conducted two training sessions for key travel industry partners. The first was a personalized session for Costa Brava, a high-end tour operator specializing in luxury travel, with participation from the entire leisure team both in person and online. The second was an in-person training session for Embarque Rápido, one of Campinas's leading travel companies, specializing in tailor-made itineraries. Both sessions showcased the diversity, cultural richness, themed travel routes, regional attractions, and authentic experiences available across the Southern U.S. The training sessions aimed to equip each team with the knowledge and tools to develop customized, exclusive itineraries, thereby strengthening the appeal of the Southern states among discerning Brazilian travelers.



August 8-14 – Orinter, Agaxtur & Copa Airlines Roadshow

Training sessions with Agaxtur, in partnership with Brand USA, engaged travel consultants from Agaxtur franchises in São Paulo, Santos, and Sorocaba. As one of Brazil's leading FIFA ticket sellers, Agaxtur provided an ideal audience for presenting all Travel South USA pillars and states, with a special focus on Kansas City and Atlanta, two vibrant cities that will serve as host locations during the upcoming FIFA World Cup. Held as interactive training sessions and special lunches, the events highlighted the unique sights, sounds, flavors, cultural richness, and diverse tourism opportunities of the Southern U.S., inspiring consultants to connect major sporting events with memorable travel experiences across the region.

- **Aug 08 – São Paulo**
 - Format: Breakfast event
 - Attendance: 50 Travel agents
- **Aug 12 – Santos**
 - Format: Lunch event
 - Attendance: 32 Travel Agents
- **Jul 14 – Sorocaba**
 - Format: Lunch event
 - Attendance: 33 Travel Agents



September 4-5 – Visit KC and Visit MO Mission - São Paulo

As part of a dedicated mission to promote Kansas City and Missouri in Brazil, we conducted a series of strategic trade and media activities, including training sessions at Diversa and Agaxtur, a media breakfast, and a special game activation. The trainings presented both Missouri and Kansas City, highlighting their cultural, culinary, musical, historical, and tourism offerings, as well as opportunities to develop new itineraries for Brazilian travelers.

The media breakfast focused exclusively on Kansas City and was hosted by Jenny Wilson, who presented the destination's unique experiences, vibrant sports culture, and appeal to Brazilian visitors. In addition, 10 tour operators were invited to attend the game, providing them with firsthand experience of Kansas City's strong connection to sports and reinforcing the destination's potential for travel products connected to major sporting events. Together, these activities increased awareness of Kansas City and Missouri among key Brazilian travel trade and media audiences while strengthening opportunities for future promotion and product development.



September 24-25 – Experience USA – São Paulo (SP)

As part of Experience USA, one of Brazil's leading travel trade events, we participated in a series of strategic activities in São Paulo, including the PR Brunch at the U.S. Consulate, a Welcome Dinner hosted by U.S. Consul General Kevin Murakami at his official residence, and the main Experience USA event. The program brought together leading Brazilian travel journalists, media representatives, U.S. destinations, travel industry partners, and approximately 450 travel agents and tour operators from across the country.

During the event, we welcomed Brandon Barnes from Discover Atlanta. In addition to participating in Experience USA and engaging with key travel professionals, Brandon conducted a dedicated training session at Agaxtur, presenting Atlanta's tourism offerings and strengthening the destination's relationship with one of Brazil's leading travel companies. Also delivered destination presentations and participated in the Experience USA Workshop, creating opportunities to increase visibility, strengthen industry relationships, and support the development of new travel products featuring the Southern U.S.



October 01 – Agaxtur Roadshow – Hotel Intercity - SP

The Agaxtur Roadshow concluded with a special breakfast in São Paulo, held in partnership with Brand USA and attended by approximately 70 carefully selected travel agents, recognized as some of Agaxtur's top partners. The event celebrated the successful completion of the training series and provided an engaging opportunity to showcase the unique sights, sounds, flavors, and cultural experiences of the Southern U.S. Attendees left inspired and better prepared to promote Travel South USA destinations and develop new travel opportunities for their clients.



October 07 and 22 – SG Rentals Breakfast Events

In October, we held two special breakfast training events in partnership with SG Rentals, one in Rio de Janeiro and the other in Fortaleza. Together, the events brought together a total of 88 travel agents and tour operators, providing an excellent opportunity to engage with qualified professionals in two important Brazilian markets. The sessions showcased the Southern U.S.'s rich culture, music, gastronomy, landscapes, and authentic experiences. Exclusive travel materials and destination updates were also shared to support the agents' sales efforts. This collaboration strengthened Travel South USA's relationships with the Brazilian travel trade, expanded our presence in different regions of Brazil, and helped educate, excite, and inspire professionals to promote new travel opportunities across the Southern states.



October 15 - 16 – BWT Roadshow Florianópolis and Criciúma (SC)

In partnership with BWT, we organized two exclusive Happy Hour training events in Santa Catarina, held in Florianópolis on October 15 and Criciúma on October 16. The events brought together a total of 78 travel agents, including 36 participants in Florianópolis and 42 in Criciúma.

The sessions provided an engaging platform to present Travel South USA destinations, share destination updates, discuss sales strategies, and explore new travel concepts and product opportunities. Through dynamic presentations and discussions about market trends and client preferences, the events strengthened relationships with the local travel trade and helped educate, excite, and inspire professionals to promote the Southern U.S. region.



October 23 – BWT Halloween train Itú (SP)

In partnership with BWT, we hosted a special themed training event aboard the historic train journey from Salto to Itú. Designed as a Halloween experience, the ride featured live performances and costumed actors, creating an engaging atmosphere inspired by American culture.

Following the journey, a select group of BWT-invited travel agents participated in a training session and dinner focused on Travel South USA destinations. By combining education, entertainment, and networking, the event provided agents with destination knowledge and sales resources, generated strong engagement, and reinforced Travel South USA's presence ahead of the year-end travel season.



October 31 - Diversa Trips, Tricks and Threats Event – São Paulo

As part of our partnership with Diversa, we participated in a special Halloween-themed event attended by more than **150 travel agents**. The event provided an excellent opportunity to showcase the culture, music, gastronomy, and diversity of the Southern United States, while presenting Travel South USA's vision, values, and member destinations. The program included an engaging presentation supported by experiential content, destination updates, and practical sales materials. The event strengthened connections with key travel professionals and inspired agents to promote the Southern U.S. as a must-visit region.



November 4 -5 and 11 – 12 – Brand USA Roadshow – Paraná and Minas Gerais

In partnership with Brand USA, we conducted a four-city training roadshow across two Brazilian states: Paraná and Minas Gerais. The program included training luncheons in Londrina and Maringá, Paraná, on November 4 and 5, followed by sessions in Uberlândia and Uberaba, Minas Gerais, on November 11 and 12. Together, the events engaged **187 travel agents**, including 49 in Londrina, 42 in Maringá, 58 in Uberlândia, and 38 in Uberaba. The sessions targeted leading agencies and high-potential travel professionals in strategic regional markets, providing in-depth information, destination updates, and sales tools to promote the Southern U.S. The roadshow strengthened the partnership between Brand USA and Travel South USA while helping educate, excite, and inspire the Brazilian travel trade to develop new itineraries featuring the region.



December - International Showcase (Kansas City)

Official Travel South USA event featuring 10 invited Brazilian tour operators and a leading journalist from Panrotas, the country's top travel trade media outlet.



February TBO Webinar and E-Learning Partnership – São Paulo (SP)

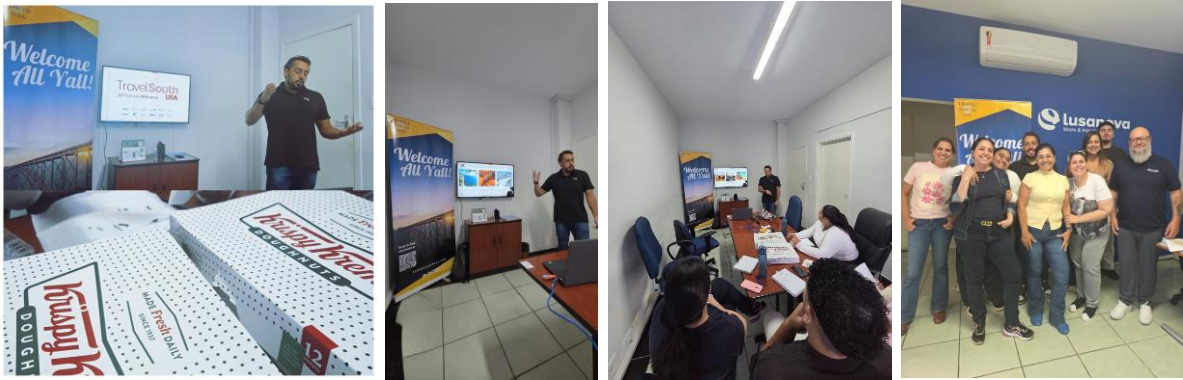
As part of our strategic partnership with TBO, we launched a webinar and e-learning initiative to strengthen product knowledge across the operator's internal team and sales network. The training focused on Tennessee, aligning destination education with TBO's promoted product and highlighting the state's culture, music heritage, attractions, and travel experiences.

The initiative engaged **105 participants**, including 45 TBO team members and 60 travel agents. The agent training was recorded and added to TBO's sales platform, creating an ongoing resource to support product selection, strengthen sales confidence, and promote Tennessee and the Southern U.S. more effectively.



March 20 – Lusanova Breakfast (SP)

As part of our ongoing partnership with Lusanova, we launched a monthly training program to strengthen the team's knowledge and sales capabilities for Travel South USA destinations. The first hybrid session provided an overview of all the Southern states, engaging both in-person participants and agents joining online from other regions of Brazil. This initial training established the foundation for a series of monthly sessions, each focused on one state at a time. The program is designed to gradually develop a team of Southern U.S. specialists, equipping Lusanova's sales professionals with the knowledge and confidence to promote and sell the region more effectively.



April 01 - Kangaroo – São Paulo (SP)

As part of our ongoing relationship with Kangaroo Tours, one of Brazil's most respected tour operators, we conducted a hybrid training session for its product team. The session provided a comprehensive overview of Travel South USA destinations and equipped participants with insights and sales tools to better position and promote the Southern U.S. in the Brazilian market.

The training engaged **30 team members**, including 10 in person and 20 online. The initiative strengthened Kangaroo Tours' product knowledge and supported its team in developing and promoting new travel opportunities across the region.



April 07 – Maringá Turismo São Paulo (SP)

Hybrid training session for Maringá Turismo, a company recognized for its expertise in incentive travel and corporate group programs. The session enhanced the team's knowledge of Travel South USA destinations and provided valuable insights to support the development and promotion of Southern U.S. experiences for group and corporate travelers.

The training engaged 27 participants, including 8 in person and 19 online. The initiative helped strengthen the company's ability to position the Southern U.S. as an attractive destination for incentive trips and corporate programs.



April 20 – SG Rentals Breakfast – Belo Horizonte (MG)

In partnership with SG Rentals, we hosted a special breakfast workshop in Belo Horizonte for 34 leading travel agents from the region. Held at Coco Bambu, the event provided an engaging opportunity to strengthen relationships with key partners and present the unique destinations and experiences offered by Travel South USA. The relaxed and interactive setting encouraged meaningful exchanges while equipping participants with valuable destination insights to support future sales opportunities. The event also reinforced the appeal of the Southern U.S. among travel professionals in the Belo Horizonte market.



May 06 – SG Rentals Breakfast – São Roque (SP)

In partnership with Mobility and Dream Car, we created a unique training experience for **170 selected travel agents** from São Paulo and Campinas. Held at the Dream Car automotive museum in São Roque, the event combined destination education, networking, and an immersive environment that perfectly complemented Travel South USA's road trip appeal.

The distinctive setting helped bring the spirit of the American South to life, highlighting the region's scenic highways, iconic cities, cultural diversity, and wide range of travel experiences. Transportation support from both São Paulo and Campinas facilitated participation and contributed to the event's strong attendance and success. By combining an original concept with relevant destination content, the initiative generated excellent engagement, strengthened relationships with the travel trade, and inspired agents to promote the Southern U.S. as an ideal destination for unforgettable road trips.



May 08 – BWT Event – Curitiba (PR)

Travel South USA participated in O Turismo Transforma BWT, a seven-day immersive event organized by BWT Operadora in Curitiba that brought together approximately **200 travel agents** from 11 Brazilian states. The program combined professional development, tourism experiences, gastronomy, nature, and culture, creating a highly engaging environment for industry networking and destination promotion. As part of the program, we conducted a training session that presented the Southern U.S. to a large and highly qualified audience of travel professionals. The initiative strengthened destination awareness, expanded Travel South USA's visibility among key agents, and supported future sales and itinerary development opportunities in the Brazilian market.



June 12 – Festival das Cataratas – Foz do Iguaçu (PR)

Travel South USA participated in Festival das Cataratas in Foz do Iguaçu, a leading tourism event focused on business development, professional training, and networking with travel agents, tour operators, destinations, and industry partners. We had a dedicated booth in the trade show area and delivered a 40-minute training session highlighting the Southern U.S. and Brazil GPP destinations. The event generated interest in multi-state itineraries, self-drive routes, and themed travel experiences centered on food, music, and culture. It also expanded Travel South USA's reach beyond Brazil's main capitals, strengthened relationships with professionals from secondary markets, and generated valuable leads for future training, follow-up, and cooperative marketing opportunities.



June 18 – VMZ Ribeirão Preto (SP)

We conducted a training session at VMZ, a well-established partner in Ribeirão Preto with a strong presence in the local travel market and an important role in connecting destinations with qualified professionals. The training was delivered exclusively to the internal team, allowing for a focused exchange and reinforcing key destination knowledge in a practical and effective way.



Travel South USA closed the year with an in-market training footprint that truly spans Brazil, turning scattered actions into a coherent learning journey for the trade. From large conventions and roadshows in São Paulo, Curitiba and Foz do Iguaçu to targeted workshops and hybrid sessions in cities such as Campinas, Ribeirão Preto, Belo Horizonte, Londrina, Maringá, Uberlândia and Uberaba, agents and operator teams had repeated, structured contact with Southern routes, products and sales arguments. Working side-by-side with partners like BWT, SG Rentals, Lusanova, Kangaroo Tours, Maringá Turismo, TBO and others, TSUSA transformed curiosity into know-how: frontline sellers now understand how to build multi-state itineraries, position self-drive and themed trips, and match Southern experiences to Brazilian traveler profiles. The result is a stronger, more confident trade network that sees the South not as an abstract idea, but as a familiar, sellable destination with clear commercial potential in the Brazilian market.

TRAVEL TRADE PRODUCTS

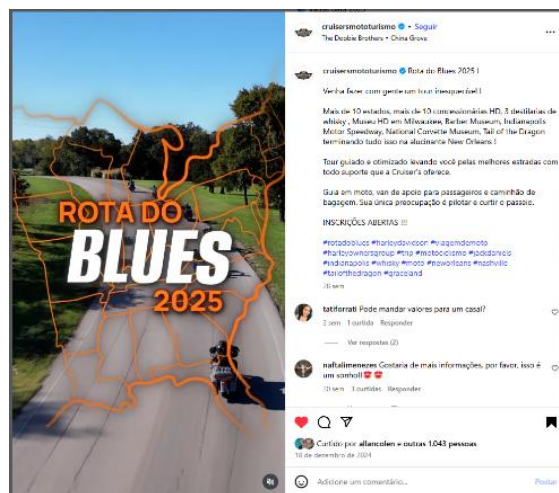
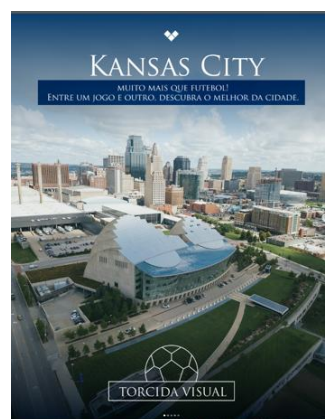
Building the Southern Portfolio

Product development advanced steadily over the year. TSUSA and Outlook Reps worked closely with operators to create and insert new itineraries into portfolios, favoring formats that align with Brazilian travel behavior and TSUSA's core strengths.

Highlights include:

- Fly-and-drive products that combine gateways such as Orlando and Miami with flexible road trips through multiple Southern states.
- Themed tours focused on music, food, heritage, nature, and festivals, designed for families, groups, and niche segments seeking immersive experiences.
- Motorhome and motorbike itineraries that leverage the South's scenic byways and landscapes, aligning with Brazilian interest in road trips and outdoor travel.

These product lines position the South as a region where Brazilians can travel at their own pace, build multi-state routes, and connect their lifestyle interests—music, gastronomy, sports, and culture—to concrete itineraries.



[illegible]

A banner for a Louisiana trip. On the left is a photograph of a colorful street scene in New Orleans. To the right of the photo, the text reads "O Melhor da Louisiana - 8 dias" in a large, bold, black font, followed by "7 noites" in a smaller font. To the right of this text is the price "R\$ 6192" in a large, bold, black font. At the bottom right is a red button with the white text "VER MAIS".



Alabama - Coração e Alma do Sul - 8 dias

7 noites

R\$ 5036

VER MAIS



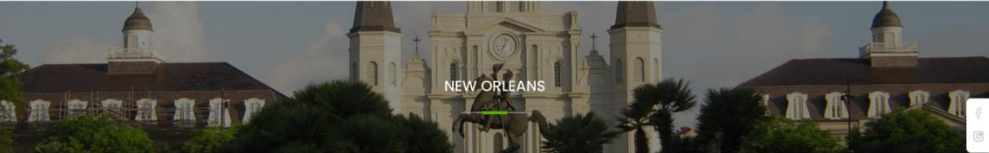
De Atlanta a Savannah - 8 dias

7 noites

R\$ 9686

VER MAIS


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NEW ORLEANS

Pacotes para New Orleans

Procurando pacotes de viagens para a América do Norte? Então visite a Flot Viagens e encontre os melhores pacotes para você viajar.

New Orleans é uma cidade vibrante e única, conhecida por sua rica herança cultural, música envolvente e culinária inesquecível. Situada às margens do rio Mississippi, a cidade é famosa pelo seu espírito festivo e pela mistura de influências francesas, espanholas e africanas que moldam sua identidade. Explore o encantador French Quarter, com suas ruas de paralelepípedos, arquitetura histórica e o famoso Bourbon Street, que ganha vida com música ao vivo e festas. Delicie-se com a culinária local, incluindo pratos icônicos como gumbo e beignets, e mergulhe na cultura musical com o jazz que ecoa pelos clubes e bares da cidade. Com suas festas animadas, história rica e atmosfera acolhedora, New Orleans oferece uma experiência de viagem verdadeiramente inesquecível.

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Pacotes para New Orleans

Os melhores pacotes de viagem disponíveis

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Cultura, música e novas experiências.

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ATLANTA

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[MotorhomeTrips](#)



Texas e Louisiana de Motorhome

Viagem de motorhome ideal para grupos e famílias!

Com valides de Houston, Dallas ou Baton Rouge, entre outros, tem 11 dias. É o levar a uma mistura entre história, hospitalidade e muita diversão para todas as idades. Entre os destaques estão a gastronomia típica do interior texano, com muitos frutos do mar. Os parques aquáticos e de diversão ao longo de todo o roteiro, campings com infraestrutura de lazer próprios. E claro, New Orleans, o berço do jazz nos Estados Unidos.

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[MotorhomeTrips](#)



Rota 66 de Motorhome

Percorrer a lendária **Rota 66** a bordo de um **motorhome** é com toda certeza uma experiência única!

De desertos a metrópoles e montanhas, a famosa Rota 66 apresenta cenários cinematográficos. São 17 dias de história, cultura, natureza e muita diversão. **Partindo de Chicago**, você vai rodar com seu motorhome por trechos históricos e atrativos icônicos da rota. Pubs e postos de gasolina típicos na beira da estrada, cidades e vilas que se formaram com a paisagem da rota, grandes cidades como Las Vegas e Los Angeles, o Petrified Forest NP e o Grand, o mágico Grand Canyon.

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Os Ritmos do Sul dos EUA

Do jazz de **New Orleans** ao country de **Nashville** e o rock de **Memphis**, embarque em seu motorhome e descubra o melhor dos ritmos do sul dos Estados Unidos.

Roteiro de 10 dias que tem a música como o componente essencial. Saídas de Atlanta, Nashville ou Memphis, cidades que integram esta empolgante viagem cultural. Divirta-se ao som de músicas e músicos que ajudaram a construir parte da identidade dessas lendárias cidades.

[MotorhomeTrips](#)



Rota 66 e Highway 1 de Motorhome

A lendária Rota 66 é um destino cobijado por muitos. Conheça-a de motorhome é ainda mais divertido! Partindo de Chicago, o roteiro de 20 dias te levará pela famosa Rota 66.

Essa rota faz principal caminho para aqueles que quiseram ir ao oeste. Você percorrerá trechos históricos e conhecerá atrações icônicas. Pubs e postos de gasolina típicos na beira da estrada, cidades e vilas que se formaram com o paisagem da rota. É claro, o belíssimo Grand Canyon. Já na Costa da Pacífico, a Highway 1, outra rota que muitos visitantes sonham em percorrer e desfrutar das paisagens costeiras californianas.

Conclusion, Market Trends & FY26-27 Projection

Over the past year, Brazil has proven itself as a high-value, long-term growth partner for Travel South USA. The country consistently ranks among the top overseas markets for the United States, with stable visitor volumes, strong spending, and robust air connectivity through Florida and other gateways, providing Southern destinations with direct access to both first-time and repeat travelers.

TSUSA's in-market approach—combining trade relationships, specialist training programs, qualified media visibility, and product development—has moved the South from inspirational storytelling into concrete itineraries and sales tools. More than 3,300 agents trained, 10 newsletters and 10 press releases issued, and 515 articles generating nearly 32.6 million impressions are not just activity indicators; they are the foundation of a trade and media ecosystem that now treats the South as a core component of the U.S. portfolio.

Market trends are favorable. Brazilian travelers are increasingly experience-driven, open to differentiated routes beyond the classics, and keen on trips that combine culture, gastronomy, nature, events, and multigenerational travel. Road trips, multi-state itineraries, and themed products tied to food and music—core TSUSA pillars—align directly with these preferences, creating clear space for Southern destinations to grow their share in the coming years.

Looking ahead to FY26–27, Brazil's strategy will continue to resource Trade, Managed Media, and Consumer Outreach through a shared-services model, reinforcing TSUSA's key pillars and "Welcome All Y'all" messaging while deepening product development with top-tier operators and agency networks. Priority actions include ongoing state-focused specialist training, participation in major trade and media events, and targeted campaigns around sports, festivals, and culinary experiences that resonate strongly with the Brazilian market.

Together, these initiatives will drive the FY26–27 agenda and reaffirm Brazil's role as a cornerstone partner in Travel South USA's international growth—supporting GPP destinations, expanding multi-state travel products, and keeping the Southern United States firmly positioned as a leading choice for Brazilians seeking differentiated U.S. experiences beyond the traditional gateways.

OUTLOOK REPS



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