



TRAVEL
SOUTH
USA

THE INTERNATIONAL
GATEWAY TO THE
SOUTHERN USA



Program of Work Brazil

Growth Trajectory

2015–2019 CAGR

-0.3%

Spending

-3.3%

Visits

2023–2027 PROJECTED CAGR

13.3%

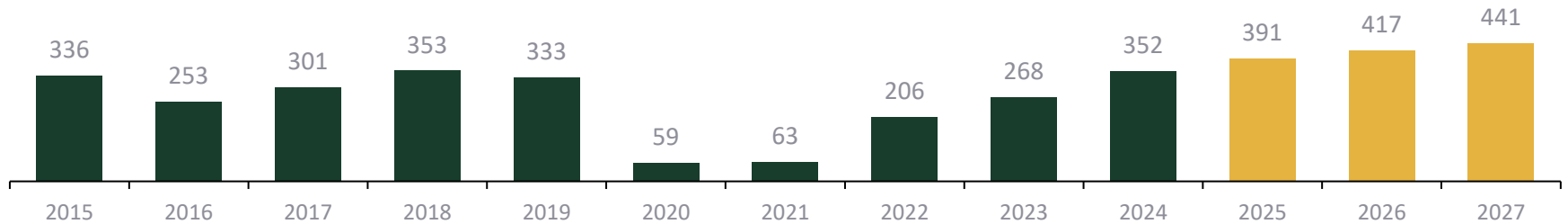
Spending

6.3%

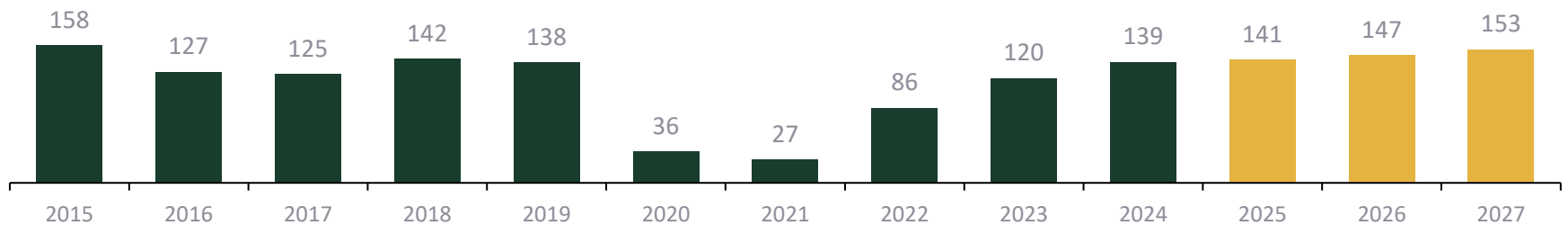
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Brazil

\$417M

2026 TSUSA Spending

+6.7% YOY vs. 2025

146.6K

2026 TSUSA Visitors

+3.8% YOY vs. 2025

\$8.4B

2026 USA Spending

+7.2% YOY vs. 2025

3M

2026 USA Visitors

+3.8% YOY vs. 2025

\$390.7M

2025 TSUSA Spending

+11.1% YOY vs. 2024

141.2K

2025 TSUSA Visitors

+1.8% YOY vs. 2024

\$7.9B

2025 USA Spending

+11.4% YOY vs. 2024

2.9M

2025 USA Visitors

0% YOY vs. 2024

Where are we?

Brazil remains a high-priority long-haul market for Travel South USA, with strong and growing demand from Brazilian travelers seeking immersive, culturally rich, and experience-led holidays in the American South.

High Destination Interest: Brazil's outbound travel market continues to show robust intent toward the United States, with travelers prioritizing meaningful, distinctive experiences over mass-market destinations. Travel South USA is well-positioned to capture this demand through its strengths in music, food, culture, road trips, warm hospitality, and regional discovery — all of which align closely with what Brazilian travelers seek.

Target Audience: Travel South USA targets high-value Late Millennials, Gen X, and Early Boomers in Brazil, with a focus on urban travelers from major markets such as São Paulo and Rio de Janeiro who have strong travel intent, the means to travel, and a desire for culturally rich, experience-led holidays.

Consumer channels: 78 Facebook and Instagram posts, organic activity delivered a combined reach of 15,026 and 35,932 total views. Instagram in particular showed strong growth momentum, with 8,554 reach and 28,678 views. Optional investment in boosting and creator partnerships presents an opportunity to further expand reach and engagement in the Brazilian market.

Positive Media Response: 419 earned media placements generating 32.8 million impressions (against a 30M annual goal), supported by 106 media meetings — surpassing the 100-meeting target with 2 months of the fiscal year still remaining. Five Brazilian journalists attended the Global Media Marketplace.

Trade Engagement: 174 trade meetings/trainings completed (on pace with the 175 annual goal) with 2,751 agents trained — exceeding the 2,500 annual target by 10%. May and June data will push final totals further above goal.

Strong newsletter engagement: 26.31% average open rate, exceeding 20% target, with what's new content consistently performing as the top-performing category.

Strategic Plan for FY 2026-27

For FY2026-27, the strategy will focus on expanding Travel South USA product, strengthening trade and media relationships and inspiring Brazilian travelers through culturally relevant destination storytelling.

TRAVEL TRADE OUTREACH

Strengthen trade confidence and drive conversion by demonstrating to Brazilian agents and operators that TSUSA is a natural, high-value complement to existing USA itineraries and an increasingly compelling standalone destination for travelers ready to explore beyond the traditional destinations.

Key activity:

- Operator meetings and product development sessions with key Brazilian outbound partners.
- Agent trainings, sales calls, and webinars supported by trade newsletters.
- FAM recruitment and attendance at the International Showcase.
- Cooperative trade campaigns and continuous relationship-building.

PR & MEDIA OUTREACH

Increase destination awareness through a strong earned media program that positions TSUSA as culturally rich, editorially relevant, and full of stories that Brazilian audiences want to read and share from music and food to road trips and hidden regional gems.

Key activity:

- Always-on media relations with Brazilian journalists and editors across print, digital, and broadcast.
- Editorial pitching across key content themes: food, culture, music, and nature — supported by regular PR newsletters.
- Global Media Marketplace attendance and FAM recruitment.

SOCIAL & CREATOR

Brazil's social media strategy combines consistent organic content on Facebook and Instagram with strategic creator partnerships built on long-term relationships with trusted local voices. Co-posted content drives authentic engagement in a market where influencer trust is key to travel decision-making. UGC feeds directly into social, trade, and PR channels.

Key activity:

- Consistent organic posting on Facebook and Instagram.
- Creator partnerships and co-posted content to amplify engagement and extend reach.
- UGC asset capture for use across social, trade, and PR channels.

BRAZIL Market Overview

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings	175
Agent Trainings	2500
International Showcase & FAMs participants	10
Travel South Travel Trade Newsletter	10
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings	100
No. of Articles Generated	400
Impressions	30M
Global Media Marketplace & FAMs	4
Travel South USA PR Newsletters	10
Open rate for Newsletters/leads generated	25%
Social Posts - Owned Channels	
Facebook	
# of Posts (at least 8 per month)	96+
Instagram	
# of Posts (at least 8 per month)	96+
Partner Engagement	
Alabama Highlighted Activation	1
Kentucky Highlighted Activation	1
Louisiana Highlighted Activation	1
Mississippi Highlighted Activation	1
Missouri Highlighted Activation	1
North Carolina Highlighted Activation	1
South Carolina Highlighted Activation	1
Tennessee Highlighted Activation	1
ROTS Highlighted Activation	1

Brazil - 2026

Category	Date	Description	Location
Trade	July 21-23, 2026	BWT	Goiania, GO and Mato Grosso, MT
Trade / Media	September 1, 2026	Experience USA (American Consulate)	Sao Paulo, SP
Media	September 1, 2026	Media Breakfast	Sao Paulo
Trade	September 29, 2026	Mobility (High-end)	Sao Paulo
Trade	October, 30 2026	Diversa Workshop	Sao Paulo, SP
Trade	October 22, 2026	BWT Training	Salto, SP
Trade	Nov 29-Dec 3, 2026 + Dec 3 - 6, 2026	Travel South International Showcase	Nashville, TN + FAMS
Trade	November 10, 2026	Nice Via Apia	Rio de Janeiro

Brazil - 2027

Category	Date	Description	Location
Media	January 20, 2026	Media Breakfast	Sao Paulo
Trade	March 16-18, 2026	Orinter	Sao Paulo - Interior
Media	April 26-29, 2027	Travel South Media Marketplace	Bentonville, AR + Press Trips
Trade	May 2-6, 2027	IPW	New Orleans, LA
Trade	May 18-20, 2027	Visual	Belo Horizonte, MG
Trade	June 8, 2027	Azul Viagens	Sao Paulo, SP