

Travel South USA
Year End Report
CANADA



FY25-26

Travel South
USA

LANDSCAPE OVERVIEW

CANADA AT A GLANCE

Trade War & Tariffs

CUSMA's mandatory review kicked off July 1, 2026 with no extension agreed — the pact shifts to annual reviews through 2036. The U.S. is pushing for 50% North American vehicle content; Canada's former trade chief expects no deal before the U.S. midterms this fall.

Canadian Dollar

USD/CAD has been range-bound near 1.36–1.40 through H1 2026 (CAD ≈ \$0.70–0.73 USD) — little of the sustained loonie strength anticipated a year ago, keeping U.S. travel costs elevated for Canadians.

Labour Market

Unemployment has hovered near 7% for much of the past year, with youth and core-aged men hit hardest — continuing pressure on discretionary household travel budgets.

Consumer Confidence

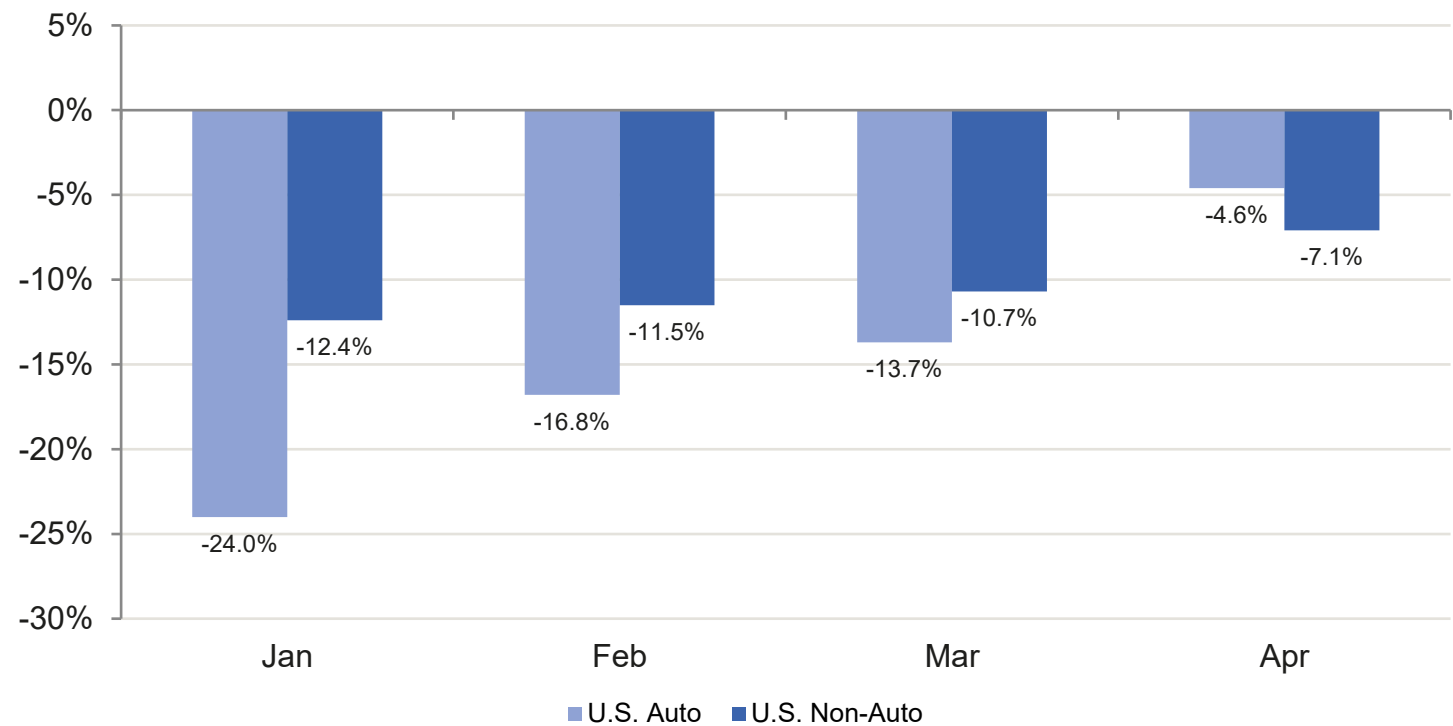
Confidence improved modestly in June 2026 versus May, but remains roughly flat year-over-year and regionally uneven — stronger in Atlantic Canada, BC and Alberta, softer in Quebec and the Prairies.

WINTER 2025-26 TRAVEL SEASON (NOV–APR)

7.6M Canadians returned from an overnight U.S. trip — down 14.1% vs. 2024-25

8.1M overseas trips — up 7.9% vs. 2024-25, continuing the shift away from the U.S.

YoY % Change in Overnight Transborder Trips, 2026 vs. 2025 (CBSA)

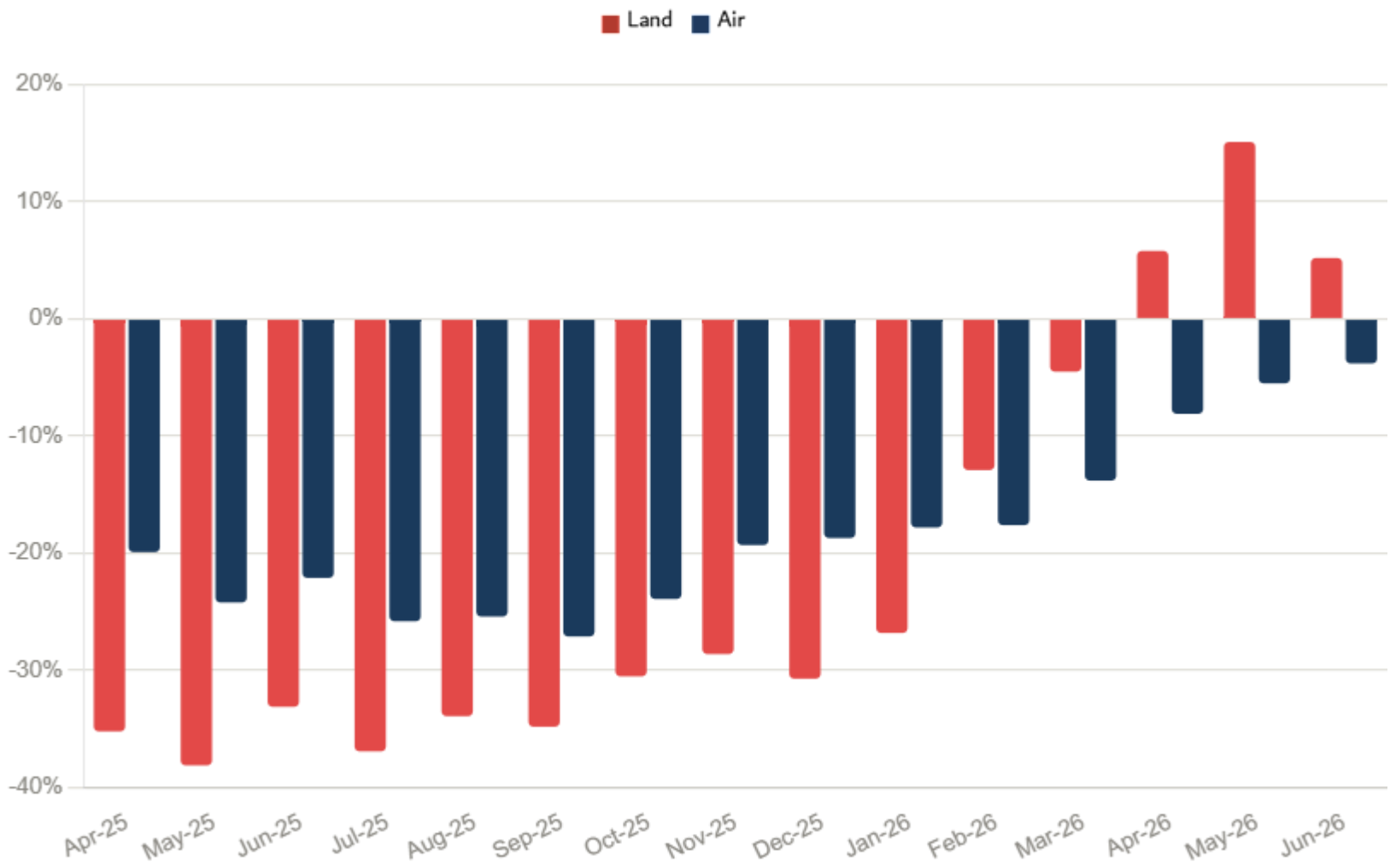


Where the trips went instead

- Europe & UK: 2.28M arrivals, +5.6% — France & Italy largest, Denmark/Sweden/Finland fastest-growing
- Asia-Pacific: 2.3M arrivals, +10.3% — Japan & China largest, Vietnam & South Korea fastest-growing
- Caribbean & Latin America: 4.8M arrivals, +3.0% — but Cuba fell -63.8% while Mexico grew +9%
- Non-U.S. trips were 53% of all Canadian outbound overnight travel, up from 48% a year ago

THE REBOUND BEGINS – WE’RE CLOSING IN THE GAP

Canadian visitor arrivals to the U.S. · Year-over-year change



Source: Statistics Canada; based on leading-indicator data for Canadian-resident return trips

Outlook

- Land arrivals from Canada into the United States have now posted three straight months of year-over-year growth, turning positive for the first time after a prolonged downturn: +5.8% in April, +15.1% in May, and +5.2% in June.
- Air travel has yet to cross into positive territory, but the gap is closing quickly — from -8.1% in April to -5.5% in May to -3.8% in June.
- We anticipate air rebounding in Q3 2026 as carriers roll back fuel surcharges, closing the price gap that has been steering travelers toward driving or staying home

CHALLENGES IN MARKET



Canadian airlines broadly retreated from the U.S. market: WestJet cut roughly 41 routes (24 to the U.S., a 10% reduction in full-year U.S. flying), Air Transat exited the U.S. entirely, and Flair cut its U.S. capacity by more than half, while Porter was the lone exception, growing U.S. flying 13% from a smaller base — with carriers citing weak Canadian leisure demand and redirecting capacity toward Europe, Mexico, and the Caribbean instead.



Economic pressures continue to weigh heavily on Canadian travelers, with affordability remaining the top concern. The Canadian dollar has weakened further, touching a one-year low near 1.42 per USD (about 0.70 USD) in late June before edging back to around 1.41 (roughly 0.71 USD) in early July — a decline from the 0.73 USD level seen earlier in the year.



U.S. tariffs and trade tensions weighed on growth, exports and jobs. The auto sector lost an estimated 6,887 jobs from January to November 2025 as tariff-exposed manufacturing shrank, while national exports and business investment softened through the trade dispute.



Elevated youth unemployment weakened consumer spending capacity. The 15-to-24 unemployment rate hit 14.6% in September 2025, the highest outside the pandemic since 2010, closing the year at 13.3% and denting a key discretionary-spending cohort.

TRAVEL TRADE



Canadian travel confidence continues to strengthen, with 55% of Canadians planning a leisure trip in 2026.



Canadian return trips to the U.S. increased 1.8% year-over-year in April 2026, the first annual increase since January 2025, signaling early signs of recovery.



Global cruise passenger volume reached a record 37.2 million in 2025, with nearly 90% of cruisers planning to sail again.



60% of Canadian luxury travel advisors expect travellers to spend more per trip in 2026, driven by demand for personalized experiences.



Canadian student and group travel to the U.S. remains a challenged segment, with operators reporting increased caution among schools and organizations. The broader Canadian-U.S. travel market experienced a 23.5% decline in U.S. trips in 2025. The motorcoach market is showing signs of rebound with private school and specialty tours.

CONSUMER BEHAVIOUR



Canadian outbound travel spending remained strong, reaching \$11.6 billion in Q4 2025, an increase of 6.9% year-over-year. However, Canadians took 23.1 million trips to the U.S. in 2025, down 23.5% from 2024, as travellers shifted more trips toward overseas destinations.



Canadian travellers are becoming more strategic in how they plan trips, with 54% reporting they have changed their travel behaviours, including comparing booking platforms, travelling during off-peak periods, and seeking promotions to maximize value



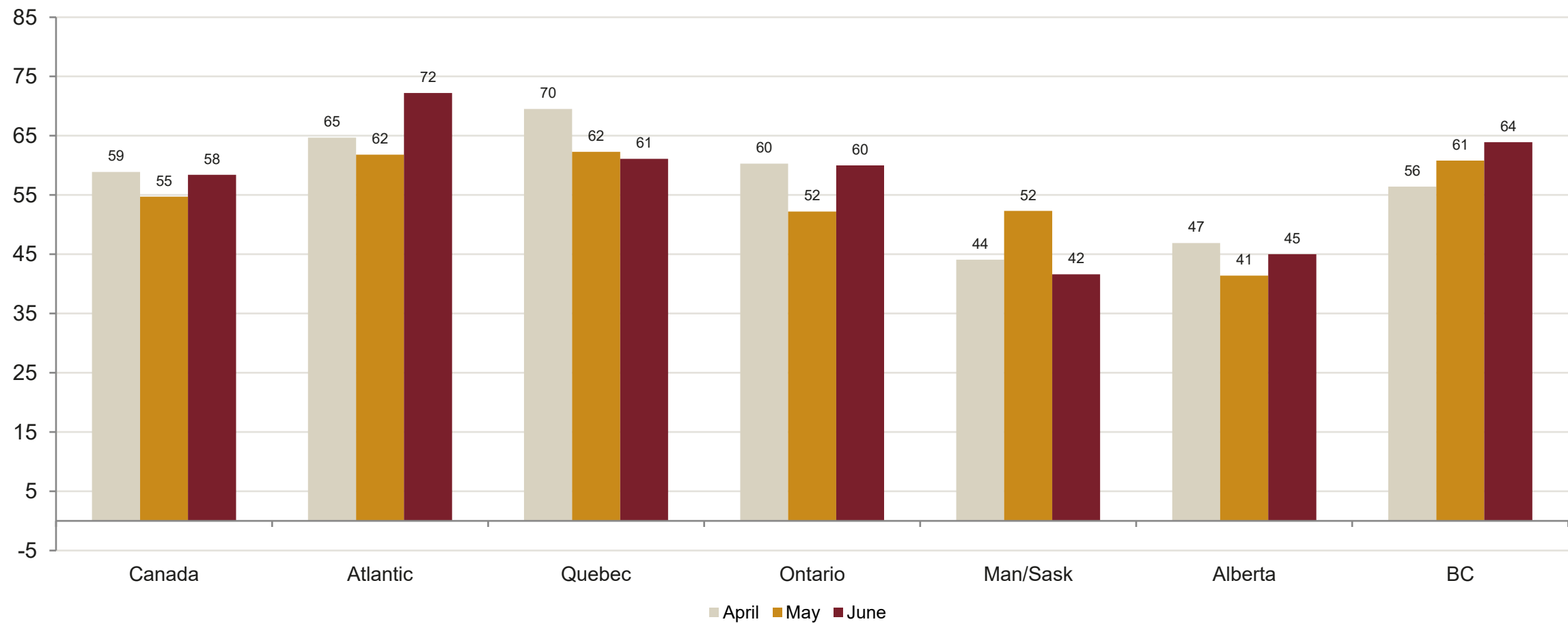
Canadian travellers are balancing their desire to travel with economic considerations. In 2025, spending on Canadian visits to the U.S. reached \$18.8 billion, despite a 15.1% decline year-over-year, showing travellers continue to spend while becoming more selective with destination choices.



Travellers are increasingly prioritizing meaningful experiences, with demand rising for culinary, cultural, outdoor, wellness, and event-based travel. Personalized itineraries and unique local experiences continue to influence destination choices.

CONSUMER CONFIDENCE, BY REGION

Index of Consumer Confidence (2014=100), April–June 2026 · Source: Signal49 Research



YEAR IN REVIEW: JULY 2025 – JUNE 2026

The landscape, updated

- Despite persistent inflation and elevated living costs, Canadians maintained a strong overall appetite for travel through the period — but demand specifically for U.S. trips reversed sharply after mid-2025
- The swift shift in sentiment following the 2025 U.S. election, driven by heightened political tension and tariff disputes, hardened into a sustained boycott. Canadian trips to the U.S. fell every month, year-over-year, for 15 straight months.
- Travelers grew more cautious with spending, but that caution increasingly meant choosing non-U.S. destinations altogether, not just seeking value or deals within the U.S.
- Younger Canadians (18–34) remained the most travel-inclined for short-haul trips.
- “Year-round” travel patterns held, spreading vacation plans across all seasons and supporting steadier industry-wide demand despite the U.S. pullback.
- The slowdown anticipated heading into late 2025 materialized: non-U.S. trips grew to 53% of Canadian outbound travel (up from 48%); though data suggests a U.S. rebound may be underway by spring/summer 2026.

Access into the Region

- [Air Canada's Montreal \(YUL\)–Atlanta \(ATL\) reduced to 1x daily following double-daily service announcement](#)
- [Porter's new YTZ–Nashville daily year-round route \(announced Jan/launched May 2026\)](#)
- [WestJet suspends the following routes:](#)
 - Vancouver to Nashville
 - Calgary to Raleigh-Durham
 - Edmonton to Atlanta
 - Edmonton to Nashville
 - Winnipeg to Nashville
 - Winnipeg to Atlanta

CANADIAN TRAVEL TRENDS FOR 2026

“Beyond escape: travel as an expression of self.” In 2026, Canadian trips are getting more personal and purposeful — built around passions, not generic getaways — while cost of living keeps travelers spending carefully.

34%

will explore local supermarkets & grocery stores

28%

will travel with family, incl. multi-generational trips

27%

will stay somewhere that's part of the experience itself

24%

will embark on a hiking adventure

Named trends most relevant to the South

Shelf Discovery — The Food Trend

“The most authentic bites are now found in food aisles.” Farmers markets, local grocers and food halls become the draw — a natural fit for Southern culinary & cocktail scene.

Family Miles — The Family Trend

Multi-generational trips and family memory-making are on the rise (28%) — well matched to the South's theme parks, beaches and national parks.

Destination Check-in — The Hotel Trend

Hotels are becoming the main event, not just where you sleep (27%) — an opening for the South's boutique and historic properties.

Altitude Shift — The Mountain Trend

Travelers are chasing year-round alpine escapes, not just winter ski trips — relevant for the Blue Ridge, Smokies and Ozarks beyond peak season.

PUBLIC RELATIONS

PUBLIC RELATIONS KPIs AT A GLANCE

KPI	Goal	Status
International Showcase & Post FAMs	1 trade media	COMPLETED: 1. Ted Davis, Baxter Media
Pre-FAM & Media Market Place at Global Summit	5 journalists	COMPLETED: 1. Randy Sharman, Informed Traveler Podcast 2. Craig Silva, Freelance 3. Bryen Dunn, PinkPlayMag 4. Karen Temple, Ottawa Life 5. Randy Mink, Canadian World Traveler
Earned Media Impressions	50,000,000	COMPLETED: 26,417,229
Coverage Results by State		
Alabama: 11 articles Arkansas: 2 articles Kentucky: 33 articles Mississippi: 1 articles Missouri: 2 articles North Carolina: 0 articles South Carolina: 0 articles Tennessee: 0 articles West Virginia: 3 articles ROTS: 3 articles Travel South USA: 14 articles		

MEDIA NEWSLETTERS

Description:

- Monthly themes are provided by TSUSA. Each state provides information and images based on that month's theme.

Month	Theme	# of Recipients	Open Rate
September 2025	Pedal, Picnic & Play Discover the South's Scenic Trails and Outdoor Flavours	650	37.7%
October 2025	Discover the Sweet, Spooky, and Savory Side of the South this Fall	456	29.3%
November 2025	2026 Festival Forecast: Big Flavours, Bigger Tunes	492	46.8%
December 2025	Celebrate the Season the Southern Way	650	19.59%
January 2026	What's New & Noteworthy in the South for 2026	697	34.2%
February 2026	Soul Food: BBQ to Meat & Threes Honouring Civil Rights Legacies	432	43.1%
March 2026	Sports Scores Big with Foodies: Tailgating to Stadiums	486	37%
April 2026	Gardens & Grilling: Southern Flavours in Full Bloom	426	40%
May 2026	The Roots of Southern Food & The Bounty of the Sea	425	39.1%
June 2026	Your Summer Starts in the South	409	38%
Average		512	36.48%

SOCIAL MEDIA

SOCIAL MEDIA POSTS: FACEBOOK

Month	Themes	# of Posts	Views	Reach
September 2025	Outdoor adventure, Gastronomy	9	45	30
October 2025	Halloween season, Gastronomy, HBX Partnership	9	18	9
November 2025	Festivals, Music, Gastronomy	9	81	60
December 2025	Holiday season, Music, Gastronomy, Family experiences	8	58	26
January 2026	Wellness, Gastronomy, Music, New years	6	26	17
February 2026	Black History Month, Culture, Gastronomy, Music	10	282	85
March 2026	Outdoor Adventure, Nature Escapes, Music	4	668	307
April 2026	Gastronomy, Nature Escapes, Culture	3	551	252
May 2026	Culture, Music, Views	4	704	490
June 2026	Summer, Adventure, Gastronomy	4	238	119

SOCIAL MEDIA POSTS: INSTAGRAM

Month	Themes	# of Posts	Views	Reach
September 2025	Outdoor adventure, Gastronomy	8	1,030	101
October 2025	Halloween season, Gastronomy	8	407	83
November 2025	Festivals, Music, Gastronomy	8	165	56
December 2025	Holiday season, Music, Gastronomy, Family experiences	8	138	65
January 2026	Wellness, Gastronomy, Music, New years	6	101	66
February 2026	Black History Month, Culture, Gastronomy, Music	9	447	176
March 2026	Outdoor Adventure, Nature Escapes, Music	4	461	307
April 2026	Gastronomy, Nature Escapes, Culture	3	551	252
May 2026	Culture, Music, Views	4	667	483
June 2026	Summer, Adventure, Gastronomy	4	291	161

GLOBAL SUMMIT & MEDIA MARKETPLACE FAMs

Global Summit & Media Marketplace FAMs

Overview

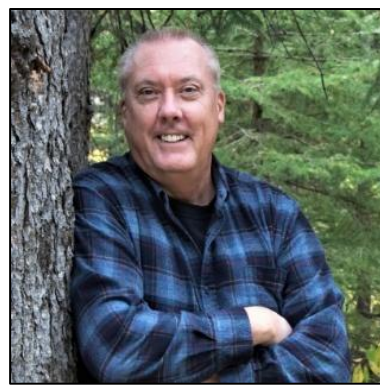
The Canada office delivered 5 journalists from Ontario to attend the Global Summit & Media Marketplace FAMs 2026. Some highlights include:

- Brought together a diverse group of respected journalists from national and regional outlets — amplifying the region's reach across key Canadian markets
- This group represents a strong cross-section of audiences, spanning print, digital and audio platforms, ensuring well-rounded and inclusive coverage
- Collectively, these journalists have the potential to deliver stories reaching millions of Canadians, supporting continued interest and visitation to the Travel South USA region
- Their participation strengthens relationships with trusted niche media voices, fosters authentic storytelling opportunities, and helps position Travel South USA as a welcoming, culturally rich, and easily accessible destination for Canadian travelers

Attendees



Craig Silva
Freelance



Randy Sharman
Informed Traveler



Randy Mink
Canadian World Traveler



Karen Temple
Ottawa Life



Bryen Dunn
PinkPlayMag

Global Summit & Media Marketplace FAMs

Media Coverage

As a result of the Global Summit and Media Marketplace FAMs, there have been 20 articles published, 200 Instagram stories and 20 Instagram posts with 11 Instagram posts more scheduled for July 2026.

BigDaddyKreativ, The Travel Pub, Living Local

- 200+ social media posts
- 11 articles

Ottawa Life/Travel Trek Tour

- 1 article

Canadian World Traveler + Leisure Travel Group

- 2 articles on Alabama
- 2 articles on West Virginia

PinkPlayMag

- 2x articles pending

Informed Traveler

- 1 podcast on Georgia has aired
- 1 podcast on Alabama has aired

TRAVEL TRADE

Travel Trade KPIs At a Glance

KPI	Goals	Status
International Showcase 2025	5 Travel Trade 1 Trade Media	COMPLETED: 1. Dan Somach, AMA Travel 2. Terry Kaszas, CAA Saskatchewan 3. Chantal Ouyang, Vacances Dragon Montreal 4. Kane Fong, Voyage Vasco 5. Shirley Bu, Voyage Vasco Trade Media: 1. Ted Davis, Baxter Media
Sales Calls	20 Sales Calls	COMPLETED: 70
Training Sessions	200 agents	COMPLETED: 2 # OF AGENTS: 33
Newsletters	10 Newsletters	COMPLETED: 10 Average open rate: 36.56%
Product Growth	See slides below	

Product Growth

All states in the Canada GPP have product across Canadian tour operators. Please find the full 2026 product audit [HERE](#).

State	Tour Operators	Touring & Road trip product 2026	Touring & Road trip product 2025
Alabama	13	7	4
Arkansas	5	1	2
Kentucky	13	2	4
Louisiana	67	33	36
Missouri	25	8	14
Mississippi	25	11	17
North Carolina	26	5	8
South Carolina	27	8	11
Tennessee	84	44	53
West Virginia	6	1	1

Product Growth – Contiki

5 Tours Featured

Tour	Featured State(s)	2026 Dates
USA Road Trip	Louisiana, Tennessee	Aug 6-28, Oct 1-23, Dec 3-25
USA: Nashville to Dallas Road Trip	Louisiana, Tennessee	Aug 9-17, Oct 4-12, Dec 6-14
USA: Dallas to Miami	Louisiana, Tennessee	July 27 – Aug 5, Sept 21-30, Nov 23 – Dec 2,
USA: Miami to Dallas Road Trip	Louisiana, Tennessee	Aug 6-17, Oct 1-12, Dec 3-14
USA: LA to Miami	Louisiana, Tennessee	Sept 10-30, Nov 12– Dec 2



QUICK VIEW

★★★★★ 5

USA Road Trip

📅 23 Days 📍 23 Places 🌐 1 Country

The one that ticks the USA's southern superstars off your list - with Nashville, Memphis, the Grand Canyon & more

[FIND OUT MORE](#) [Add to compare](#)

[VIEW TRIP](#)



QUICK VIEW

★★★★★ 5

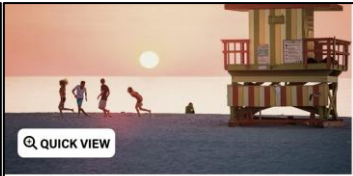
USA: Nashville to Dallas Road Trip

📅 9 Days 📍 5 Places 🌐 1 Country

The one that brings you the spiciest cities of the south in just over a week - with Nashville, New Orleans, Houston...

[FIND OUT MORE](#) [Add to compare](#)

[VIEW TRIP](#)



QUICK VIEW

★★★★★ 4.3

USA: Dallas to Miami

📅 10 Days 📍 6 Places 🌐 1 Country

The one that takes you from the melodic streets of Memphis & New Orleans to the paradise beaches of Miami

[FIND OUT MORE](#) [Add to compare](#)

[VIEW TRIP](#)



QUICK VIEW

★★★★★ 4.5

USA: Miami to Dallas Road Trip

📅 12 Days 📍 9 Places 🌐 1 Country

The one that conquers the home of country music, NASA and much more in less than 2 weeks

[FIND OUT MORE](#) [Add to compare](#)

[VIEW TRIP](#)



QUICK VIEW

★★★★★ 4.6

USA: LA to Miami

Previously Grand Southern

📅 21 Days 📍 14 Places 🌐 1 Country

Route 66, Bourbon Street and Vegas lights - LA to Miami on one USA road trip.

[FIND OUT MORE](#) [Add to compare](#)

[VIEW TRIP](#)

Product Growth – COSMOS

4 Tours Featured

Tour	Featured State(s)	2026 Dates
Music & Legends with Elvis & Dolly	Louisiana, Tennessee, Mississippi, Kentucky & Atlanta	Oct 17-27
Southern Sounds & Elvis	Louisiana, Mississippi, Tennessee	Aug 16 –23, Sept 13-20, Sept 20 - 27, Oct 4-11
Rhythms of the Road	Louisiana, Mississippi, Missouri, Arkansas, Kentucky & Tennessee	Aug 31 – Sept 9, Sept 28 – Oct 7, Oct 12-21, Nov 2-11,
Highlights of Route 66	Missouri	July 25 – Aug 9, Aug 22 – Sept 6, Sept 5 – 20, Sept 19 – Oct 4, Oct 3 – 18,



Music & Legends with Elvis & Dolly

2027 ▾

11 days Code | **8260**

United States

From: ~~\$2,859~~
(USD) **\$2,709** ⓘ

[GET A QUOTE](#)[VIEW TOUR](#)



Southern Sounds & Elvis

2027 ▾

8 days Code | **8730**

United States

From: ~~\$2,459~~
(USD) **\$2,309** ⓘ

[GET A QUOTE](#)[VIEW TOUR](#)



Rhythms of the Road

2027 ▾

10 days Code | **8240**

United States

From: ~~\$2,679~~
(USD) **\$2,529** ⓘ

[GET A QUOTE](#)[VIEW TOUR](#)



Highlights of Route 66

2027 ▾

16 days Code | **8530**

United States

From: ~~\$3,779~~
(USD) **\$3,629** ⓘ

[GET A QUOTE](#)[VIEW TOUR](#)

Product Growth – ELITE SPORTS TOURS

Featured State(s)	Featured Cities	Travel Package(s)
Missouri	Kansas City	Kansas City Royals Baseball Kansas City Chiefs Football
	St. Louis	St. Louis Cardinals Baseball St. Louis Blues Hockey
Tennessee	Memphis	Memphis Grizzlies Basketball
	Nashville	Tennessee Titans Football Nashville Predators Hockey
North Carolina	Raleigh	Carolina Hurricanes Hockey
	Charlotte	Charlotte Hornets Basketball Carolina Panthers Football
Louisiana	New Orleans	New Orleans Pelicans New Orleans Saints
★ Georgia	Atlanta	Atlanta Braves Baseball Atlanta Falcons Football Atlanta Hawks Basketball

Top Nashville Sports Teams



Nashville Predators Travel Packages

Tennessee Titans Travel Packages

Bridgestone Arena, every game is one big party! See the Nashville Predators play live and experience hockey honkey tonky style! Be sure to get to the rink early because you never know what country music superstar will sing the National Anthem! Pregame at all the historic bars on Lower Broadway.

A football game in the Music City can be an incredible experience for any fan. Parking can be tricky at Nissan Stadium, so many Tennessee Titans fans recommend parking downtown and walking across the pedestrian bridge. This way you can always enjoy the live music on Broadway Avenue and get the authentic Nashville experience! Whether you are in for the halftime show or the

Top Kansas City Sports Teams



Kansas City Royals Travel Packages

Kansas City Chiefs Travel Packages

5 State Tours Featured

In addition to the 4 existing tours, Elite Sports Tours added 1 more city tours featuring Atlanta

Raleigh Travel Packages



Memphis Travel Packages



Product Growth – EXPLORICA

4 Tours Featured

Tour	Featured State(s)
Atlanta Student Tour	Georgia
Nashville (Memphis extension)	Tennessee, Mississippi
Civil Rights in the South	Alabama, Tennessee, Mississippi
New Orleans	Louisiana



Atlanta

Days: 3

Visit the Coca Cola headquarters, splash through the famous Fountain of Rings in the Centennial Olympic Park, and explore the Georgia Aquarium, the world's largest, with over eight million gallons of water.

Prices and customizations



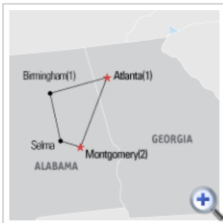
New Orleans

with optional New Orleans Community Engagement Extension

Days: 4 - 5

Delve into Creole and Cajun culture in the diverse and vibrant city of New Orleans. Stroll around the famous French Quarter, tap your foot to the beat during an evening Mississippi Riverboat cruise through the Port of New Orleans.

Prices and customizations



Civil Rights in the South

Days: 5

Journey back to a time of revolution and brotherhood in the heart of the Civil Rights Movement. Follow the path of the marches through Atlanta, Montgomery and Birmingham, as well as the town of Selma, where a peaceful protest erupted into what is now called "Bloody Sunday." Commemorate the key contributors to civil rights by visiting the Rosa Parks Museum and the National Voting Rights Museum, then visit the home and church of the most famous civil rights activist of them all, the venerated Dr. Martin Luther King, Jr.



Nashville

with optional Memphis Extension

Days: 3 - 4

Explore all that Music City, USA has to offer with a tour of the Grand Ole Opry, home of the longest-running radio broadcast in American history, a visit to the Country Music Hall of Fame, and a stop at the Nashville Public Library Civil Rights Room, where you'll sit at the symbolic lunch counter and learn about Nashville's path to ending segregation.

Prices and customizations

Product Growth – GEOTOURS

3 Tours Featured

Tour	Featured State(s)
Natchez	Mississippi
Baton Rouge, Henderson, Lafayette, New Orleans, Nottoway Plantation	Louisiana
New Orleans	Louisiana



BATON ROUGE
LOUISIANA, USA

MORE



HENDERSON
LOUISIANA, USA

MORE



LAFAYETTE
LOUISIANA, USA

MORE



NATCHEZ
MISSISSIPPI, USA

MORE



NEW ORLEANS
LOUISIANA, USA

MORE



NOTTOWAY PLANTATION
LOUISIANA, USA

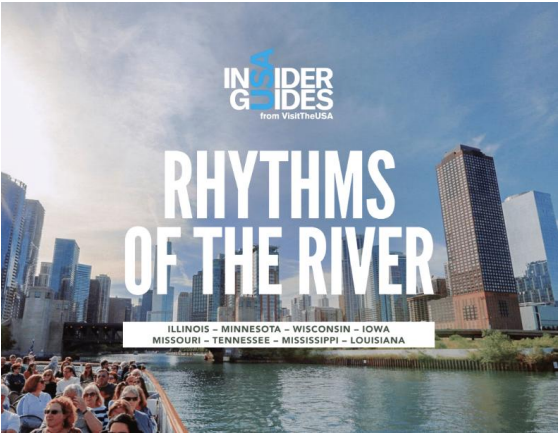
MORE



Product Growth - GO WEST TOURS

4 Tours Featured

Tour	Featured State(s)
Rhythms of the River	Missouri, Tennessee & Mississippi
The Music Trail	Louisiana, Tennessee
Jewel of the South	Louisiana
Dallas to Dallas	Louisiana, Tennessee



Dallas to Dallas

United States.

ERLEBNISREISE TEXAS & SÜDSTAATEN: DALLAS-DALLAS (10N)

A silhouette image of three cowboys on horseback, facing right, against a bright, hazy background. The cowboys are wearing hats and holding reins.

Deutschsprachige Zubucherreise mit garantierter Durchführung ab 6 Personen Von NASA, goldenen Golfküstenstrände, New Orleans, Elvis Presleys Graceland bis Rodeo. Diese Erlebnisreise durch Texas und den Südstaaten der USA bietet Ihnen ein abwechslungsreiches Programm. Kultur, Geschichte und Natur kommen nicht zu kurz. Begegnungen mit Alligatoren oder Rindern, mit Einheimischen und der lokalen Musik sowie Küche werden Sie begeistern.

Product Growth - INSIGHT VACATIONS

3 Tours Featured

Tour	Featured State(s)	2026 Dates
Spectacular National Parks of Eastern USA	West Virginia, North Carolina, Kentucky, & Tennessee	September
Soul of the Deep South	Louisiana, Tennessee & Mississippi	April, May, June, September
Soul of the Deep South (Women's Only)	Louisiana, Tennessee & Mississippi	April, May, June, & October



New

SOUL OF THE DEEP SOUTH

9 Days 6 Locations 1 Country

Discover the Tastes and Sounds of the Soul of the Deep South During This 9-Day Guided Tour of the U.S.

Quick View

Add to compare

From \$5,850 pp

Based on twin share on limited departures

VIEW TOUR

GET A QUOTE



New Women-Only

SOUL OF THE DEEP SOUTH, A WOMEN-ONLY TOUR

Small Group

9 Days 6 Locations 1 Country

Discover the Soul of the Deep South During This 9-Day Women-Only Tour of the U.S.

Quick View

Add to compare

From \$7,075 pp

Based on twin share on limited departures

VIEW TOUR

GET A QUOTE



Quick View

★★★★★ 3.7

Discovery

SPECTACULAR NATIONAL PARKS OF EASTERN USA

10 Days 7 Locations 1 Country

Explore National Parks and Iconic Cities on this 10-Day guided tour of the US

Add to Compare

VIEW TOUR

From \$7,725

GET A QUOTE

Product Growth - TOUNDRA VOYAGES

Tour	Featured State(s)
Les Racines Musicales du Sud	Mississippi, Tennessee & Alabama
Sur La Route de Memphis	Tennessee
Fantomes et Culture Vaudou a la Nouvelle Orleans	Louisiana
Sentiers Secrets : Petites Routes, Plages Et Bayous	Louisiana
Sud-est Des États-unis: Musique, Histoire Et Nature	Tennessee , Louisiana
Plages Et Histoire Américaine Dans Les Carolines	South & North Carolina
Entre Jazz Band Et Bayou	Louisiana

7 Tours Featured



SUR LA ROUTE DE MEMPHIS

- États-Unis Sud-Est
- Voyages individuels, Autotours, Séjours thématiques, Exploration, Culture
- locale - 
- \$

9 JOURS / 8 NUITS

Le mythique Mississippi, le plus important fleuve des États-Unis, déploie ses méandres sur plus de 3 700 km. C'est ce fleuve lui-même qui amena la prospérité. Coton ou « or blanc », esclavage et guerre de Sécession, les demeures patriciennes, les magnolias, les plantations de canne à sucre... sont autant de symboles qui caractérisent l'histoire du vieux Sud. Le Sud, c'est...

[EN SAVOIR +](#)

[VOIR LA CARTE](#)



SENTIERS SECRETS : PETITES ROUTES, PLAGES ET BAYOUS

- États-Unis Sud-Est
- Voyages individuels, Autotours, Découverte - 
- \$\$

13 JOURS / 12 NUITS

Plongez dans un voyage inoubliable à travers le Texas et la Louisiane, où chaque jour révèle une nouvelle facette de la culture américaine. Commencez par Austin, la capitale vibrante du Texas, avec ses piscines naturelles, ses graffitis emblématiques, et son ambiance musicale électrisante. Explorez le Texas Hill Country, ses routes panoramiques, et les charmantes villes de Johnson City et Fredericksburg...

[EN SAVOIR +](#)



PLAGES ET HISTOIRE AMÉRICAINNE DANS LES CAROLINES

- États-Unis Sud-Est
- Voyages individuels, Autotours, Découverte - 
- \$

13 JOURS / 12 NUITS

La côte Sud-Est des États-Unis a connu de grands événements qui ont marqué l'histoire. Elle fut le théâtre de l'arrivée des lers esclaves africains, de la guerre de sécession de 1861 à 1865 entre les états du Nord et les États du Sud, et de la lutte pour les droits civils. Mais outre son passé, elle est aussi reconnue pour...

[EN SAVOIR +](#)



ENTRE JAZZ BAND ET BAYOU

- États-Unis Sud-Est
- Voyages individuels, Autotours, Séjours thématiques, Découverte, Culture
- locale - 
- \$\$

10 JOURS / 9 NUITS

Ce voyage est destiné à ceux pour qui la Louisiane tient une place à part dans leur imaginaire. Elle évoque pelle melle les premiers explorateurs français, la déportation des Acadiens, les grandes plantations de coton, l'esclavage, la guerre de Sécession, la naissance du blues et du Rock & Roll. La Louisiane incarne à sa façon le mythe américain. Elle renferme...

[EN SAVOIR +](#)



FANTOMES ET CULTURE VAUDOU À LA NOUVELLE ORLÈANS

- États-Unis Sud-Est
- Autotours, Exploration, City Trek, Culture locale -
- \$\$

5 JOURS / 4 NUITS

Réputée pour être la ville la plus hantée des États-Unis, la Nouvelle Orléans abrite de nombreux secrets et légendes. Bien qu'elle soit connue pour sa nourriture cajun et ses nombreux clubs de jazz ou de blues, ce circuit vous révélera une autre facette de la ville. Vous découvrirez les nombreuses légendes et histoires du Vieux Carré, les bâtiments hantés, les...

[EN SAVOIR +](#)

[VOIR LA CARTE](#)



SUD-EST DES ÉTATS-UNIS: MUSIQUE, HISTOIRE ET NATURE

- États-Unis Sud-Est
- Autotours, Séjours thématiques, Exploration, Culture locale -
- \$

15 JOURS / 14 NUITS

Visiter les états du Sud-Est des États-Unis, c'est entreprendre un voyage à travers le temps. C'est tout d'abord un retour aux sources de la musique, laissez-vous entraîner par quelques notes de blues, jazz, rock'n roll, country ou soul où que vous soyez et plongez à l'époque de la colonisation mais surtout de l'histoire des afro-américains et des droits civiques pour lesquels...

[EN SAVOIR +](#)



LES RACINES MUSICALES DU SUD

- États-Unis Sud-Est
- Voyages individuels, Autotours, Séjours thématiques, Exploration, Culture
- locale - 
- \$\$\$

16 JOURS / 15 NUITS

Suivez les pas des plus grands musiciens de jazz en parcourant les villes mythiques du Texas, de la Louisiane et Mississippi. Entre histoire et plaisir, découvrez les spots musicaux incontournables de la Caroline tout en profitant de randonnée en graine sauvage du Tennessee sans oublier les festivals de jazz en Alabama.

[EN SAVOIR +](#)

[VOIR LA CARTE](#)

Training Webinar – Southern Destinations for the Season Ahead

As part of the TSUSA Canada strategy, a virtual webinar series was launched on December 2, 2025, to promote the region to the Canadian travel trade. The sessions featured New Orleans, Nashville, and Atlanta. Over 30 Canadian travel agents attended, resulting in strong engagement and growing interest in multi-state Southern itineraries.

of attendees: 33 agents

New Orleans

Celebrate New Orleans' Legendary Festivals

- **Mardi Gras** launches the city's festival year with dazzling parades, vibrant costumes, and the unmistakable spirit of celebration that defines New Orleans.
- In spring, the **French Quarter Festival** invites visitors to enjoy the city's largest free showcase of local music, food, and culture.
- The **New Orleans Jazz & Heritage Festival** offers multiple weekends of legendary performances paired with iconic Louisiana cuisine, making it a must-visit for music and food lovers alike.
- **Satchmo SummerFest** honors Louis Armstrong with lively brass bands, jazz performances, and Creole-inspired culinary treats.
- Fall in New Orleans is a foodie paradise, with the **Crescent City Blues & BBQ Festival** pairing smoky barbecue with soulful blues music.
- **Beignet Fest** serves creative takes on the city's beloved sweet treat, while the **Oak Street Po-Boy Festival** fills the streets with inventive po-boys and local music.



NEW ORLEANS

TravelSouth
All You Are Welcome USA

Nashville

Festivals That Kick Off the Year

- Nashville's festival calendar offers experiences for all types of travelers, from food enthusiasts to music lovers.
- The **Music City Irish Festival** kicks off the year, bringing Irish heritage downtown with traditional music, dancing, and hearty pub fare.
- **Kilgore Station Bluegrass Festival** features top bluegrass pickers and family-friendly vibes.
- With a lineup of world-class acts and country music's top names and more, the **Country Music Festival** is a must-see.
- The nearby **Bonnaroo Music & Arts Festival** features top acts, immersive experiences, and a diverse lineup of genres.
- On July 4th, the **Nashville Hot Summer Festival** serves up a spicy dish with live music and local vendors.
- The festival season concludes with the **Nashville Festival & Conference**, transmuting stages spotlighting the best in the industry.



Nashville
MUSIC CITY

New Orleans

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NEW ORLEANS

TravelSouth
All You Are Welcome USA

Trade Newsletters

Description:

- Monthly themes are provided by TSUSA. Each state provides information and images based on that month's theme.

Month	Theme	# of Recipients	Open Rate	Click Rate
September 2025	Pedal, Picnic & Play Discover the South's Scenic Trails and Outdoor Flavours	4,251	29.12%	45.38%
October 2025	Discover the Sweet, Spooky, and Savory Side of the South this Fall	4,251	34.39%	45.42%
November 2025	2026 Festival Forecast: Big Flavours, Bigger Tunes	5,242	46.05%	50.57%
December 2025	Celebrate the Season the Southern Way	5,653	52.14%	14.57%
January 2026	What's New & Noteworthy in the South for 2026	4,985	52.64%	64.83%
February 2026	Soul Food: BBQ to Meat & Threes Honouring Civil Rights Legacies	5,039	29.93%	100%
March 2026	Sports Scores Big with Foodies: Tailgating to Stadiums	5,197	29.86%	86.49%
April 2026	Gardens & Grilling: Southern Flavours in Full Bloom	5,132	26.91%	67.65%
May 2026	The Roots of Southern Food & The Bounty of the Sea	5,062	28.68%	76.81%
June 2026	Your Summer Starts in the South	4,943	35.85%	86.75%
Average			36.56%	63.85%

INTERNATIONAL SHOWCASE & FAMs

Travel South International Showcase 2025

Overview & Results

Overview & Highlights:

Super FAMs: December 4th, 2025 - December 7th, 2025

International Showcase: November 30th, 2025 – December 4th, 2025

This year's Travel South USA International Showcase took place in Kansas City, Missouri and included pre-FAMs. The interactive marketplace featured 3 full days of scheduled appointments, networking events, and city tours which allowed buyers and suppliers the opportunity to meet face-to-face, to build relationships and to grow their business.

The Canada office secured 5 trade delegates along with 1 trade media to attend.

Travel Trade:

- Dan Somach, AMA Travel
- Terry Kaszas, CAA Saskatchewan
- Chantal Ouyang, Vacances Dragon Montreal
- Kane Fong, Voyage Vasco
- Shirley Bu, Voyage Vasco

Trade Media:

- Ted Davis, Baxter Media

Overall, a total of 2 articles were published across Baxter Media in Canadian Travel Press.

The full International Showcase 2025 Report can be found [HERE](#)



Travel South International Showcase 2025 Delegates

Trade Delegates



Dan Sombach
Marketing Specialist
AMA (Alberta Motor Association)

The Alberta Motor Association formed in 1926, when auto clubs from Edmonton and Calgary joined forces to make things better for motorists. Together, they lobbied for safer roads and lower fuel taxes, marking the start of a nearly century-long legacy of Albertans serving Albertans.



Terry Kaszas
General Manager
CAA Saskatchewan

CAA Saskatchewan has been supporting drivers, travelers, and families across the province since 1917. As a trusted, member-based organization, it provides 24/7 roadside assistance across Canada and the U.S., travel planning services, insurance products, and exclusive member discounts, while also championing road safety and mobility for Saskatchewan communities.

Travel South International Showcase 2025 Delegates

Trade Delegates



Chantal Ouyang
General Manager
Vacances Dragon Montreal

Vacances Dragon is a Montreal-based travel agency that specializes in organized coach tours throughout Canada and the United States, offering more than 70 itineraries ranging from day trips to multi-day adventures, custom travel options, and hotel and transportation reservations — all with a focus on quality and value for travelers. The agency operates year-round and serves adults, teens, children, and groups, providing guided excursions and travel services from its downtown Montreal location.



Kane Fong
Voyage Vasco

Voyage Vasco refers is a well-established network of travel agencies across Quebec and Atlantic Canada specializing in personalized vacation planning and cruise-focused travel services. The brand has been in the travel industry for over 25 years, building a reputation for helping clients book flights, cruises, hotels, and tailored itineraries to destinations around the world

Travel South International Showcase 2025 Delegates

Trade Delegates



Shirley Bu
Vice President
Voyage Vasco

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Travel Trade Media



Ted Davis
Editor Travel Courier (Baxter Media)

Baxter Media is one of the largest, most-trusted provider of travel industry news and information in Canada. As one of their flagship magazines, Canadian Travel Press serves as a source of stories, news, interviews, trends, and more for travel trade industry members. Distributed bi-weekly online and in print, the publication offers both advertising opportunities as well as editorial features.

Travel South International Showcase 2025

Media Coverage

As a result of Ted Davis's attendance to the Travel South International Showcase 2025, we were able to secure a story placement in Baxter Media's trade publications; Canadian Travel Press online and print.

[Travel South delivers a welcome message to the world at 2025 Showcase](#)

Date: December 5, 2025 Publication: Canadian Travel Press - Online UMV: 52,877

[Travel South USA: Put focus on hope for tourism arrivals recovery at International Showcase in Kansas City](#)

Date: week of December 22, 2025, issue Publication: Canadian Travel Press – Print UMV: 52,877

TRAVEL SOUTH PRESS

Travel South delivers a welcome message to the world at 2025 Showcase

By Ted Davis | December 5, 2025



The cloud of constricted international arrivals that now hangs over the United States has a silver lining for travel professionals in the south-eastern and south-central portions of the nation.

Some of those people, representing 12 states in the Travel South USA collective, heard those notes of optimism while attending a conference and trade show in Kansas City, Missouri this week.

The Travel South USA International Showcase drew 350 travel product suppliers and buyers to the city, who met to discuss potential and ongoing partnerships in hundreds of meetings over the course of two very busy days.

But before those got underway, they heard an opening day presentation by the group's chairman of the board that addressed the ongoing challenges facing tourism operators in those 12 states.

"Let's acknowledge the truth," said chairman Mark Ezell. "We recognize that we are working to increase international travel and spending in a year that has had a lot of challenges." He listed visa delays, inflationary pressures, inconsistent air lift and geopolitical headwinds amongst those challenges.

"Long haul travel has not had an easy time of it," he said, noting that statistics gathered from across the United States reflect this reality, with international arrivals down about 6% for the year as compared to 2024.



"But here is where the story changes," said Ezell, emphasizing that the U.S. South has done much better than the national average, with a decline of just 3%.

Building on that, 2026 is emerging as a year of renewed momentum for the American South for international travel. The region is projected to draw over 6 million visitors next year – a 3% increase, "aligning us with national growth patterns," he said. And visitor spending is expected to grow by 6% in the same period.

"Travelers are staying longer, spending more and seeking those deeper experiences in our region," he said.

The strongest growth opportunities are coming from places like India, Brazil, the UK, Ireland and Japan – all of which are showing a renewed long-haul momentum, he said.

"But our friends in Canada, which represent a 14% market share, will take a little longer to recover," he said. "But these travellers are critically important, and we need them to return."



Travel South USA president Liz Bittner echoed some of those sentiments, but also described some new marketing initiatives – including pairing a new tagline with a new logo for the organization. The new tagline is "Travel South USA: All Year Are Welcome."

Bittner said that "at a time when the world feels more divided and complicated, the South stands for openness, for warmth, for community and hospitality."

That tagline captures the sentiments of what international travellers say they value most about the South, she said. "That is, the feeling of truly being seen, being embraced and being appreciated."

TRAVEL SOUTH USA

Puts the focus on hope for tourism arrivals recovery at International Showcase in Kansas City



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STORY & PHOTOS BY TED DAVIS

Attending the Travel South International Showcase in Kansas City, Missouri, was a welcome message to the world at 2025 Showcase. The event, held at the Hyatt Regency Kansas City, drew 350 travel product suppliers and buyers to the city, who met to discuss potential and ongoing partnerships in hundreds of meetings over the course of two very busy days.

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MEDIA COVERAGE

Media Coverage

CoverageBook link can be found [HERE](#).

Month	# of Articles	Impressions
July 2025	5	8,951,518
August 2025	7	1,035,240
September 2025	3	122,641
October 2025	4	141,031
November 2025	0	0
December 2025	2	29,782
January 2026	0	0
February 2026	1	685,000
March 2026	1	6,118,067
April 2026	0	0
May 2026	5	845,166
June 2026	43	8,488,784
Total	71	26,417,229
Goal	50	50,000,000

June 2026

43 pieces



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Jun 01, 2026 ·  ONLINE Feature

Let The Good Times Roll In Mobile, Alabama



Let the Good Times Roll in Mobile, Alabama

by Emily Wick

With its iconic gulfstream and crescent of moss-lined live oaks gracing streets and parks, Mobile strikes the first-time visitor as a double for New Orleans. At least that was my initial impression as I rode into town from the airport and took a quick walk around downtown from my base at the Raffle House Hotel.

Like New Orleans, Mobile does Mardi Gras as a big way. Mobile, as the city likes to boast, held America's first Mardi Gras celebration, which originated in 1703, one year after the city's founding by the French. The joy generated during Mobile's pre-Civil War festival, a week-long affair that starts in late January, seems to permeate the year-round in this once-giving city on Alabama's Gulf Coast.

Even months after the 40-some Mardi Gras parades, you'll still see strands of beads hanging from along parade routes. One Mobile resident says, "I jokingly refer to them as our national flower."

Besides beads and trinkets tossed out to spectators from parades, Beads, Mardi Gras, are another great catch. More than three million Mardi Gras are thrown during the two weeks of parades. A Southern favorite, the marshmallow-filled golden chicken treats are typically coated in chocolate, vanilla or banana icing.

On New Year's Eve, thousands converge downtown for the Mardi Gras. One Mobile drop, similar to the countdown in New York's Times Square. Look up and you'll see the mechanical, 400-pound Mardi Gras giant on its skittering perch.

If you can't be in Mobile during Carnival season, you still can get a feel for it at the newly opened Mobile Carnival Museum, which has exhibits and displays of float replicas, royal robes, crowns, scepters and historical photographs. Or take some pictures of the colorful character statues in downtown's Mardi Gras Park.

Museums, Restaurants and More

Just steps from the park are the History Museum of Mobile, a replica of Colonial Fort Conde and the hands-on Explorers Science Center. Nearby, the waterfront's National Maritime Museum of the Gulf has more than 80 interactive exhibits relating to Mobile's status as the nation's 15th largest port. At the neighboring cruise terminal, you may see a Carnival Cruise Line ship ready to depart for the Caribbean or Bahamas.

Also conveniently located on the waterfront is the train station. Amtrak's Gulf Coast Service connects Mobile with New Orleans and often along Mississippi's Gulf Coast.

From my hotel I walked over to Dauphin Street, a lively corridor with restaurants, bars and specialty shops. One day I visited several downtown eateries with Southern-style fried fish, sampling small portions of regional specialties, including fried green tomatoes, benne and bread pudding.

These Georgia-Fire Southern Chocolates, a donut-like treat/candy shop, has been around since 1917 and is in 1984 Dauphin Street building since 1972. Southern comfort food—garden, jambalaya, and crabapple and go-to sandwiches—is served for lunch.

Away from Downtown Mobile

USS ALABAMA Battleship Memorial Park features tours of a highly decorated World War II naval ship moved out to a granite-topped military arsenal. The USS Owen, a WWII submarine, is also available for tours.

Another slice of maritime history resides at Mobile's Alabama Heritage House. Chilled: The exhibition tells the story of a ship that brought 110 Alabamians into Mobile Bay in 1860, 52 years after the international slave trade was outlawed. Parts of the wreck, documented just seven years ago at the bottom of the Mobile River, are on display.

Fans of antiques and architecture will want to explore Mobile's two historic districts: Historic Oakleigh House Museum and Bragg Mitchell Mansion, both Greek Revival showplaces open for tours, offer a window into the Old South. ■

www.mobilealabama.com



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Jun 01, 2026 ·  ONLINE Feature

West Virginia's
Rugged Appalachian
Empire



West Virginia's Rugged Appalachian Empire

by Randy Moore

Paddling leisurely through swirling rapids, leaping off ledges, - being tossed around manically by a raging river on a cool spring day.

Whichever rafting is not for the faint of heart and intense canoeists may shudder. But, hey, our guided afternoon expedition on the lower New River in West Virginia was fun, filled with soft flow and rapids and was a lot of laughing and screaming. I say.

After two hours negotiating 22 sets of rapids, with some cool river stretches in between, our group of amateur paddlers - had to exit with the guide and he led us to a sense of accomplishment. And one of us fell out of the raft, thanks to the expert instructions from our guide. Thanks, a teacher by trade and a fun student of the New River.

More than 50 miles of the extensive river through New River Gorge National Park, the crown of America's 42 national parks. The lower park's canyon walls rise 1,000 feet above the river, creating some of the most dramatic scenery in the entire Appalachian chain.

For many, the fully forested landscape inevitably compares up the first "Mount Shennandoah" from the Lake. There, every "Country Road, Take Me Home." The lake often ran through my mind as I rolled, skied and drove through the West Virginia wilderness. It seems natural that the Shennandoah State's location north is "Mount Shennandoah."

New River Gorge on Foot

On a guided State tour like with Adventures on the Gorge, our group hiked the historic Mill Trail, its glorious woods and panoramic views. But this was, indeed, "Mount Shennandoah." At "Dorsey's Park," a cliffside overlook with green grass clinging to the smooth sandstone, we looked for a half hour just to see it all in, every other person was taking photos. The thought that it would be a moment of achievement - and a moment.

As we hiked along the trail, we had great views of New River Gorge Bridge, a symbol of the park and a landmark mark of art. At 867 feet, the engineering marvel is the country's third highest bridge and the Western Hemisphere's largest single span steel arch bridge.

I highly recommend the Bridge Walk, a sampling challenge for the adventure crowd out. On a guided tour, we took along a river walk under the bridge, 1 and 1/2 miles. "Shennandoah" walked through the forest of red colored oaks, south of us - stepped in a forest of red oaks, a walkway the length of the bridge. We could hear the rumble of traffic on the New River highway above.

Though hiking seems to be my hobby, I tried not to look down too often but did stop now and then to photograph the scenic splendor, looking over I didn't stop my phone into the river.

People have long associated West Virginia with coal-mining, and it is still a vital industry in part of the state. In Berlin, a 45-minute tour at Berlin Exhibition Center also provides something to see and do. It takes to see the coal. On a train ride into the dark, dark tunnel of a mine that closed in 1953, our 75-year-old guide, a retired miner, shed light on the hardships men faced and the company contributed coal energy. Below us, after the tour, you can visit retired 1950s workers' homes, plus a school, church and more representative homes that have been transplanted to the museum grounds.

Berlin also is home to Shenandoah National Park, a stunning diversity of urban parks and in West Virginia. There is also some beautiful scenery, including glass and pottery to buy, maple syrup, pine and oak wine.

West Virginia's Eastern Highlands

My West Virginia trip started in the state's Eastern Highlands, a stretch of red earth that borders Virginia and Maryland. I love connecting with the past in picturesque small towns, so Harper's Ferry and Shepherdstown delivered the perfect dose of history and charm.

Harper's Ferry, strategically perched at the confluence of the Potomac and Shenandoah rivers, has a population of only 300, and most of it belongs to a national historical park with well-preserved, mid-19th century buildings turned museums. Because of its geographical location between Maryland and South, the village played a key role in the American Civil War and was the site of abolitionist John Brown's famous 1859 raid on the federal armory.

The John Brown Museum details the anti-slavery activist's efforts to arm enslaved people with weapons from the armory. The hotel next to Brown's main office is captured, it is considered a catalyst for the 1861 1863 war that took the nation apart. Brown was tried and executed.

Shepherdstown, founded in 1758 on the banks of the Potomac, is the oldest town in West Virginia. An early wooden place with a historic site and a lovely old stone church built with hand-picked and selected, it is home to many antique and historic. Shepherd University's grand McClellan Hall, with its clock tower and tower, white Corinthian columns, dormitory. East German Street, the main drag. For a real taste, drop into Mountbatten Square, where the 15-foot orange brick roundabout is a lovely landmark.

Following the Battle of Antietam in 1862, the Shepherd single-story building of the Civil War, almost every building in Shepherdstown served as a field hospital for the wounded. The old history, along with tales of ghosts and hauntings, come alive as ghost tours with Shepherdstown History Walks.

going through rapids, but sometimes only one or two boats were visible in most of the boaters were engaged in the rafting scene. I felt most afraid when we were about to make a jump of rapids - the point at which our guide started to be what could happen, asking us where to go if we were ever lost. But that I would remember any of her advice in the game of being swept aside.

One of the cooler rafting parties that day happened into the river of several people, but riding in quiet waters away from the rapids. One was not so adventurous.

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I highly recommend the Bridge Walk, a sampling challenge for the adventure crowd out. On a guided tour, we took along a river walk under the bridge, 1 and 1/2 miles. "Shennandoah" walked through the forest of red colored oaks, south of us - stepped in a forest of red oaks, a walkway the length of the bridge. We could hear the rumble of traffic on the New River highway above.

Though hiking seems to be my hobby, I tried not to look down too often but did stop now and then to photograph the scenic splendor, looking over I didn't stop my phone into the river.

People have long associated West Virginia with coal-mining, and it is still a vital industry in part of the state. In Berlin, a 45-minute tour at Berlin Exhibition Center also provides something to see and do. It takes to see the coal. On a train ride into the dark, dark tunnel of a mine that closed in 1953, our 75-year-old guide, a retired miner, shed light on the hardships men faced and the company contributed coal energy. Below us, after the tour, you can visit retired 1950s workers' homes, plus a school, church and more representative homes that have been transplanted to the museum grounds.

Berlin also is home to Shenandoah National Park, a stunning diversity of urban parks and in West Virginia. There is also some beautiful scenery, including glass and pottery to buy, maple syrup, pine and oak wine.

West Virginia's Eastern Highlands

My West Virginia trip started in the state's Eastern Highlands, a stretch of red earth that borders Virginia and Maryland. I love connecting with the past in picturesque small towns, so Harper's Ferry and Shepherdstown delivered the perfect dose of history and charm.

Harper's Ferry, strategically perched at the confluence of the Potomac and Shenandoah rivers, has a population of only 300, and most of it belongs to a national historical park with well-preserved, mid-19th century buildings turned museums. Because of its geographical location between Maryland and South, the village played a key role in the American Civil War and was the site of abolitionist John Brown's famous 1859 raid on the federal armory.

The John Brown Museum details the anti-slavery activist's efforts to arm enslaved people with weapons from the armory. The hotel next to Brown's main office is captured, it is considered a catalyst for the 1861 1863 war that took the nation apart. Brown was tried and executed.

Shepherdstown, founded in 1758 on the banks of the Potomac, is the oldest town in West Virginia. An early wooden place with a historic site and a lovely old stone church built with hand-picked and selected, it is home to many antique and historic. Shepherd University's grand McClellan Hall, with its clock tower and tower, white Corinthian columns, dormitory. East German Street, the main drag. For a real taste, drop into Mountbatten Square, where the 15-foot orange brick roundabout is a lovely landmark.



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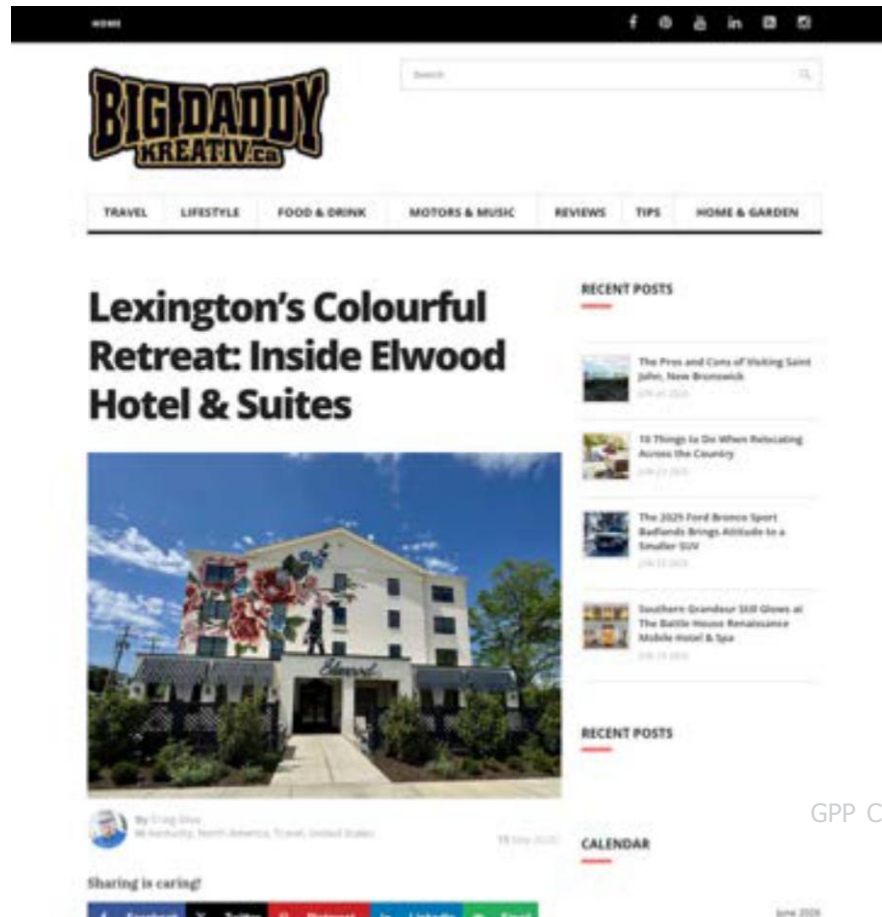
[Review](#)

Lexington's Colourful Retreat: Inside Elwood Hotel & Suites

bigdaddykreativ.ca/elwood-hotel-suites

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A few days after returning home from Kentucky, the suitcase was unpacked, the laundry was done, and three bottles of



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Feature

Hidden Luxury and Southern Charm at The Kentucky Castle...

thetravelpub.com/the-kentucky-castle

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Written by
Craig Silva



A winding country road just outside Lexington gives way to one of the Bluegrass region's most unexpected sights. Rising above rolling pastures and limestone fences, turrets stretch toward the sky while stone walls glow softly against the Kentucky countryside. Horses graze in nearby fields, gardens spill over with seasonal blooms, and the atmosphere feels suspended somewhere between European fantasy and Southern hospitality.

Set across 150 acres of farmland in Versailles, [The Kentucky Castle](#) is far more than a novelty stay. The property carries the quiet confidence of a destination that has evolved over decades, shaped by ambition, setbacks, reinvention, and a deep connection to Kentucky culture. Guests arrive expecting a castle. What they often remember most are the details that make the experience feel grounded and intimate: fresh herbs clipped from the garden for dinner service, bourbon cocktails enjoyed beside a crackling fire, and long walks through

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Bluegrass Tradition and Timeless Days at Keeneland - The...

thetravelpub.com/keeneland

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Written by
Craig Silva



The rolling hills surrounding Lexington seem to slow time in the best possible way. Stone fences stretch across green pastures, thoroughbreds graze beneath broad Kentucky skies, and the scent of fresh earth lingers in the air long after sunrise. Just west of downtown, tucked along Versailles Road, Keeneland captures that spirit perfectly. Part racetrack, part gathering place, part living archive of Thoroughbred culture, it feels woven into the identity of the Bluegrass region itself.

Even for visitors with little knowledge of horse racing, Keeneland leaves a lasting impression. The grounds are immaculately maintained without feeling overly polished, ivy climbs along limestone walls, paddocks glow in the afternoon light, and the grandstand carries the warm, familiar atmosphere of a place built for generations of spectators. During race meets, elegant hats and tailored jackets mingle with denim and boots, creating an environment that feels refined yet

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History Still Sings at My Old Kentucky Home - The Travel...

thetravelpub.com/my-old-kentucky-home

Estimated Views

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Written by:
Craig Silva



Late afternoon settles gently over [Bardonia](#), casting long shadows across white fences and towering cedar trees as the sound of cicadas hums through the warm [Kentucky](#) air. At the edge of town, beyond bourbon distilleries and brick storefronts, sits a place where the past feels unusually close. The grand Federal Hill mansion rises above rolling lawns with quiet confidence, its red brick façade glowing softly beneath the sun, as if it has been waiting for visitors for more than two centuries.

[My Old Kentucky Home State Park](#) carries a kind of emotional weight that lingers long after a visit ends. Part historical landmark, part cultural touchstone, and part living museum, the park captures layers of Kentucky history in a way few places can. Families wander beneath ancient magnolias, tour guides in period clothing greet guests with warm Southern hospitality, and the melodies tied to Stephen Foster's famous ballad still echo through the halls of Federal Hill.

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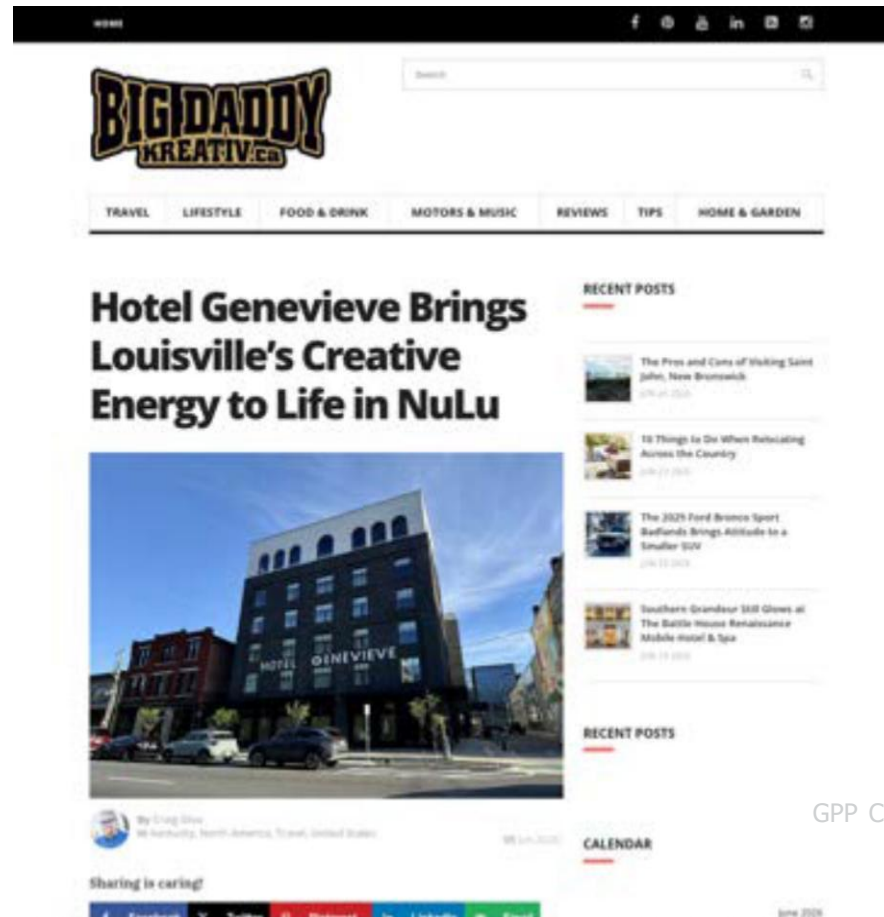
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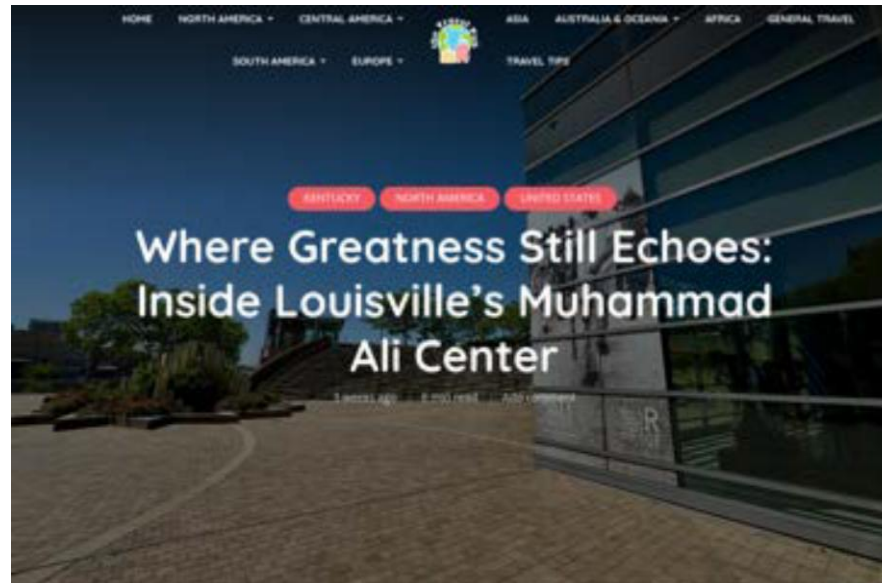
Feature

Where Greatness Still Echoes: Inside Louisville's...

thetravelpub.com/muhammad-ali-center-l...

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Written by
Craig Silva



The sound of Muhammad Ali's voice drifts through the galleries long before visitors fully settle into the experience. It bounces softly off polished walls and open spaces, carrying the same rhythm, confidence, and unmistakable charm that once captivated millions around the world. Outside, downtown Louisville moves at its usual pace along West Main Street, but inside the **Muhammad Ali Center**, time seems to stretch differently. People slow down. Conversations quiet. The atmosphere invites reflection as much as exploration.

Located near the Ohio River in Louisville's historic downtown core, the Muhammad Ali Center stands as one of the most meaningful cultural attractions in **Kentucky**. The six-story museum does far more than chronicle the rise of a heavyweight boxing champion. It explores the convictions, struggles, humor, spirituality, and humanity of a man who reshaped conversations around race, religion, war, and social justice while becoming one of the most recognizable

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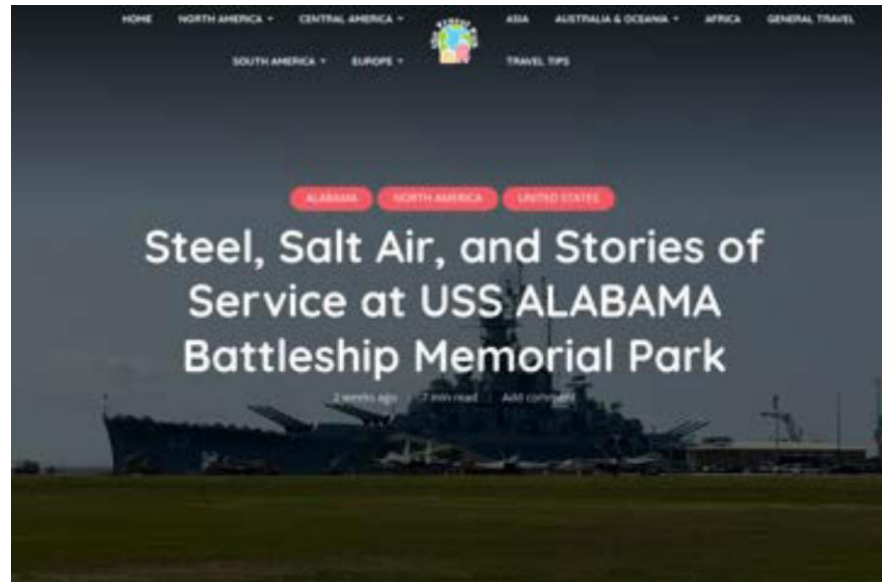
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USS ALABAMA Battleship Memorial Park - The Travel Pub

thetravelpub.com/uss-alabama-battleship...

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Written by
Craig Silva



The first thing visitors notice is the scale. Rising above the edge of Mobile Bay like a floating city of steel, the [USS Alabama](#) commands attention long before anyone steps aboard. Sunlight bounces off the gray hull while seagulls drift overhead, and the humid Gulf Coast air carries the faint scent of salt water across the memorial park. Families pause in the parking lot just to take it all in. Even from a distance, the ship feels larger than memory can properly hold.

Then comes the sound. Metal footsteps echo across the gangway, children call out from the deck above, and somewhere deep inside the battleship, heavy watertight doors clung shut with the same unmistakable thud sailors once heard during wartime operations. It is impossible not to feel transported. The experience is less like entering a museum and more like walking directly into living history.

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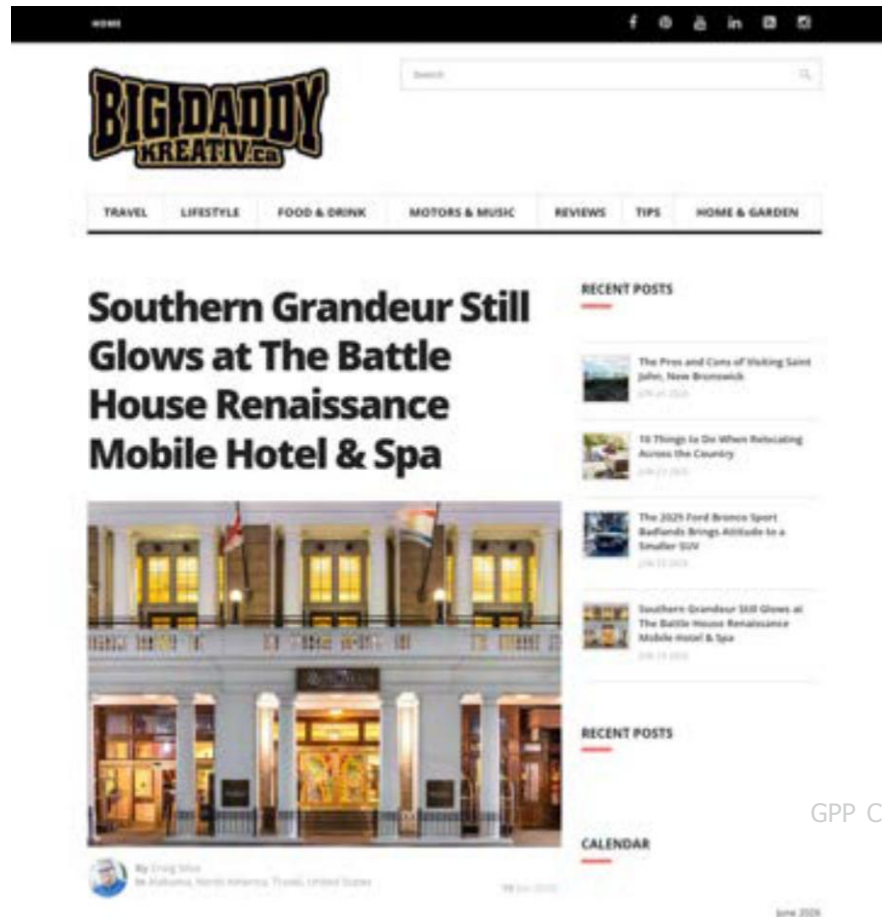
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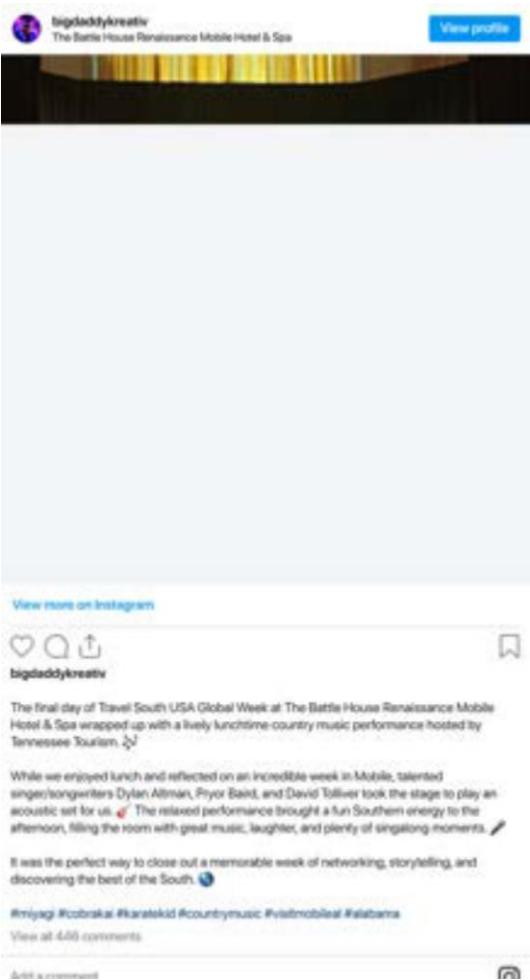
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At Thoroughbred Park, one of the standout features is the stunning "Winner's Circle" water feature. 🌊

Located among the park's famous bronze horse and jockey sculptures, the large shallow pool creates a beautiful reflection of the life-size statues, adding even more drama and elegance to the scene. 📸 Water jets ripple across the surface, bringing movement, sound, and a peaceful atmosphere to the downtown park. 🌿

The combination of flowing water, public art, and Kentucky's racing heritage makes the Winner's Circle one of the most photographed and relaxing spots in Lexington. 🏇

#thoroughbredpark #visitlex #kentucky

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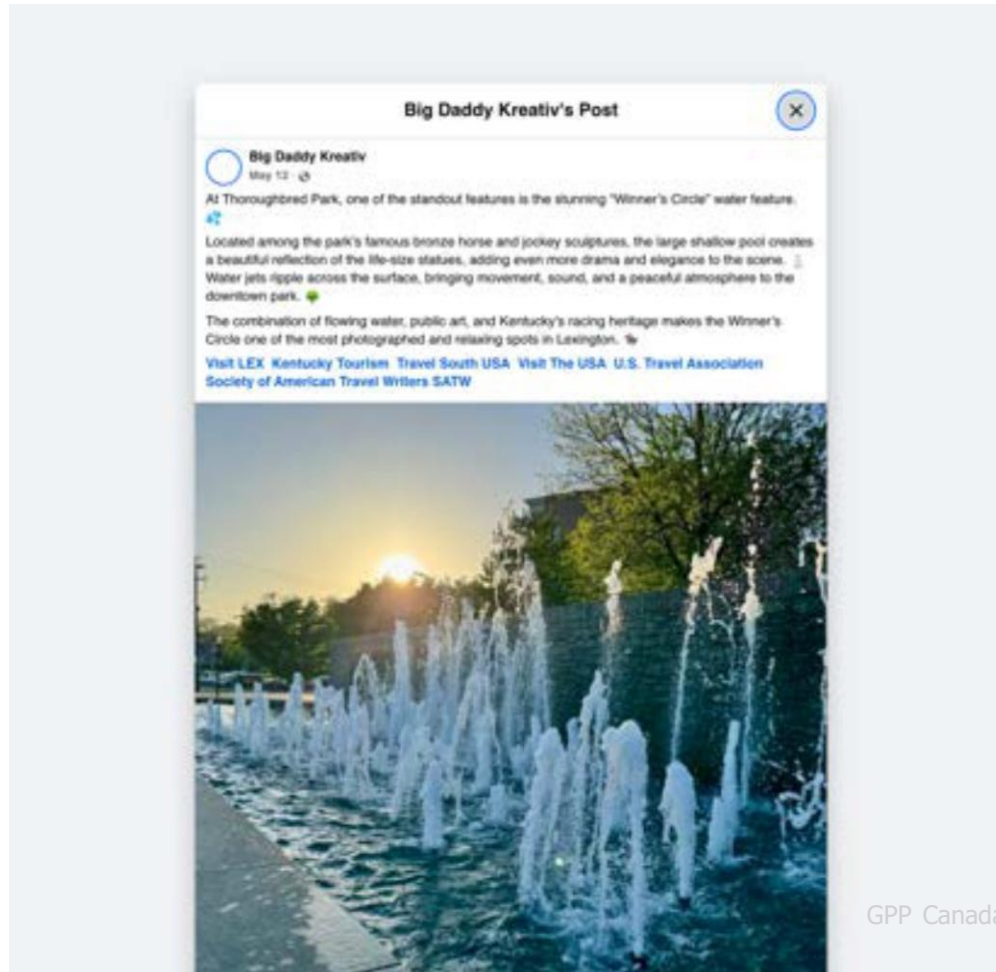
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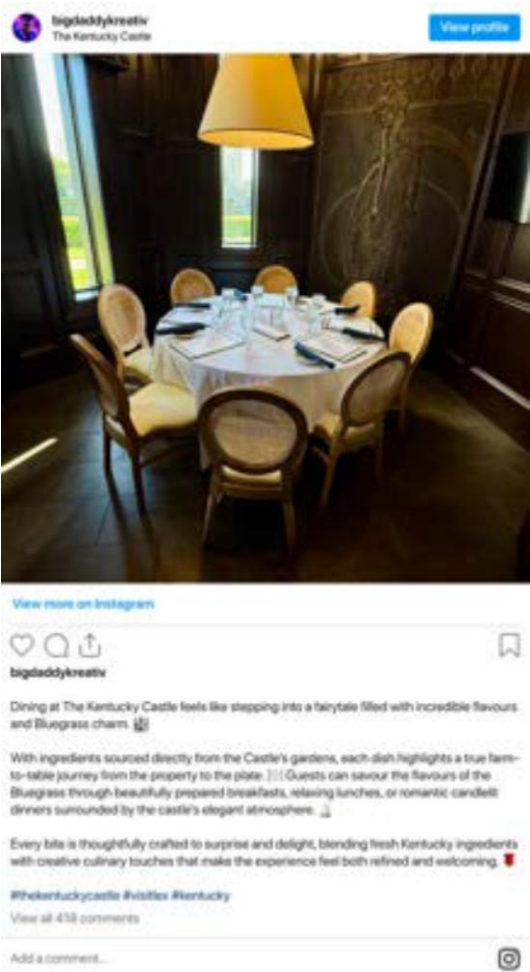
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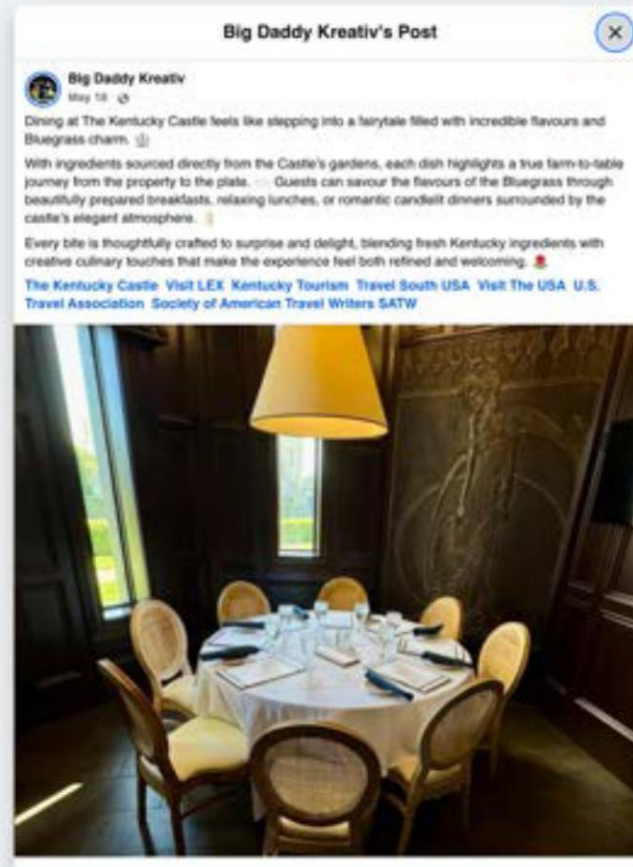
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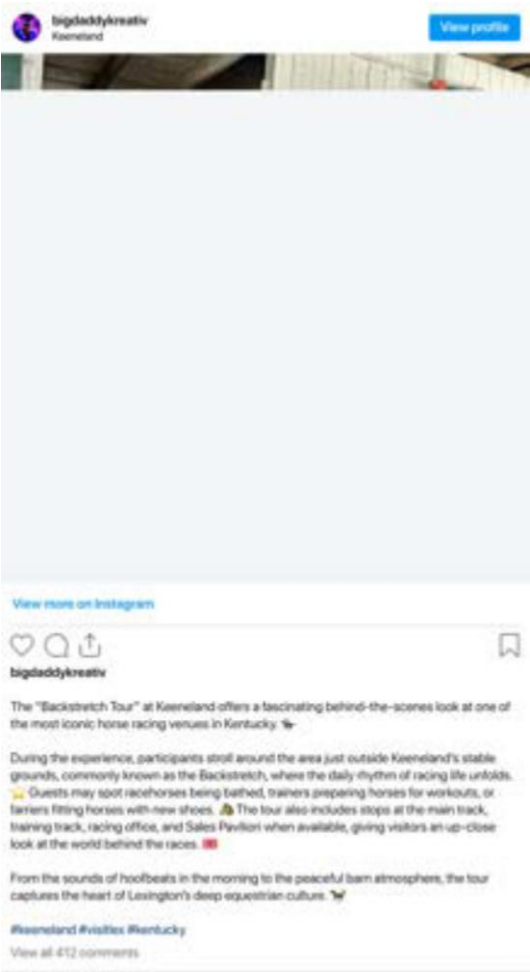
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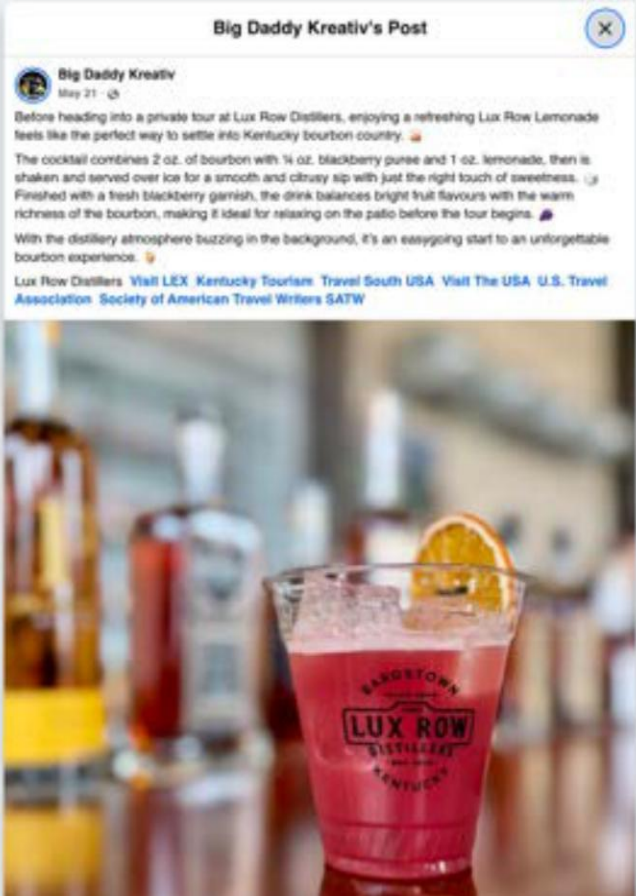
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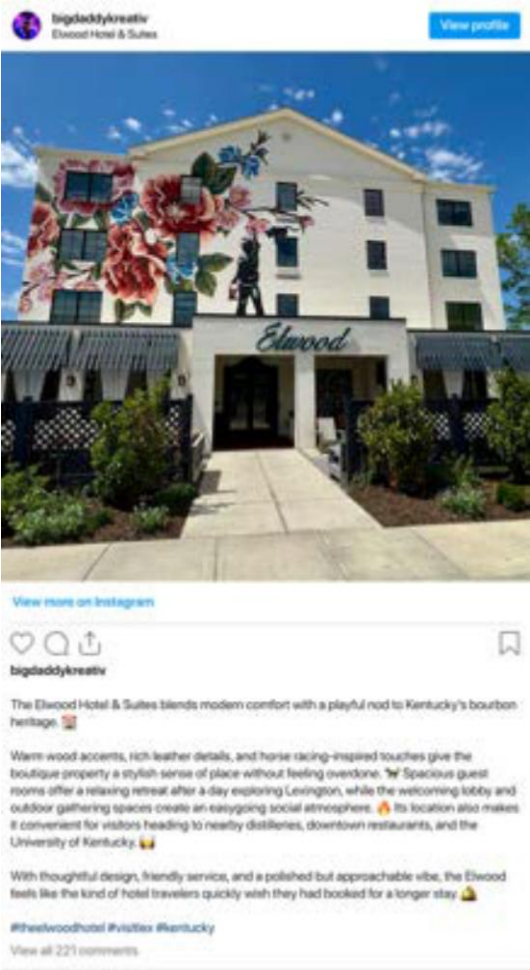
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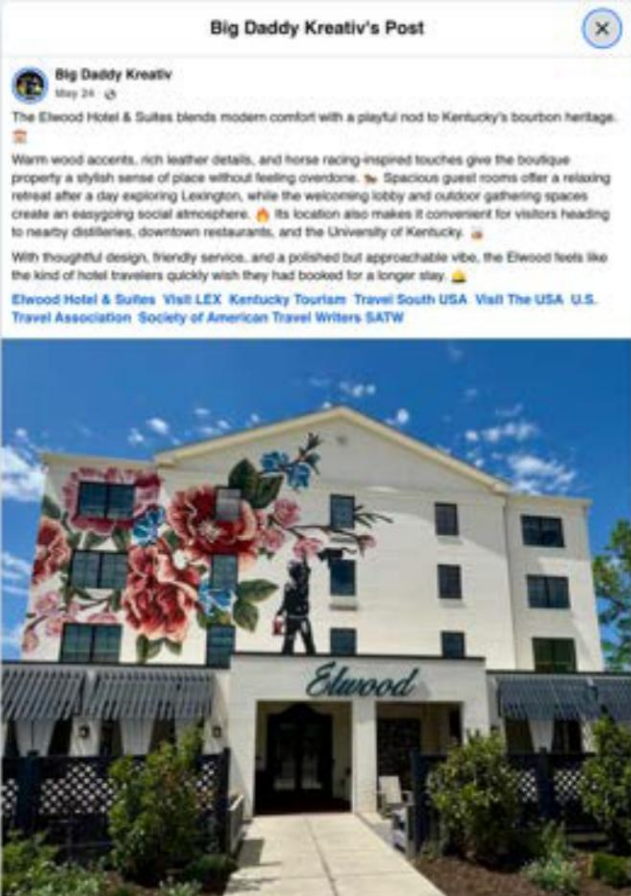
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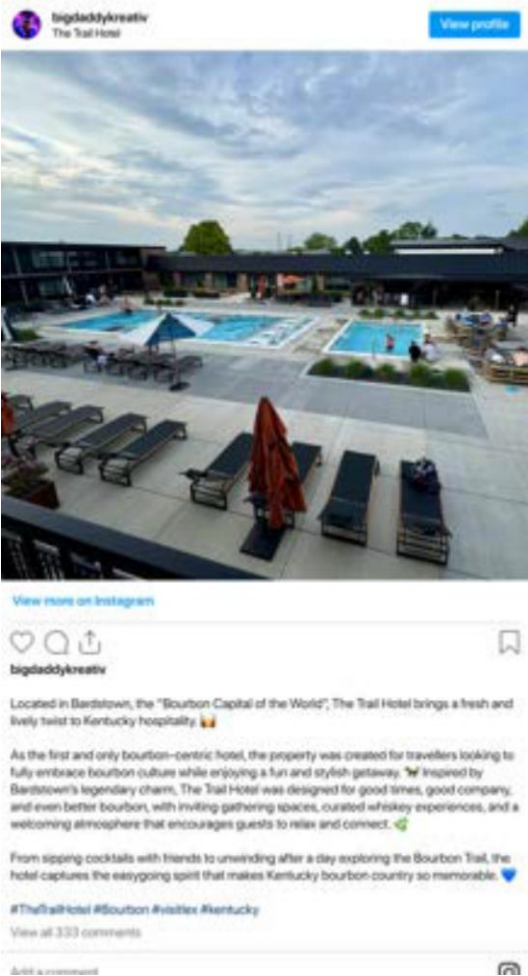
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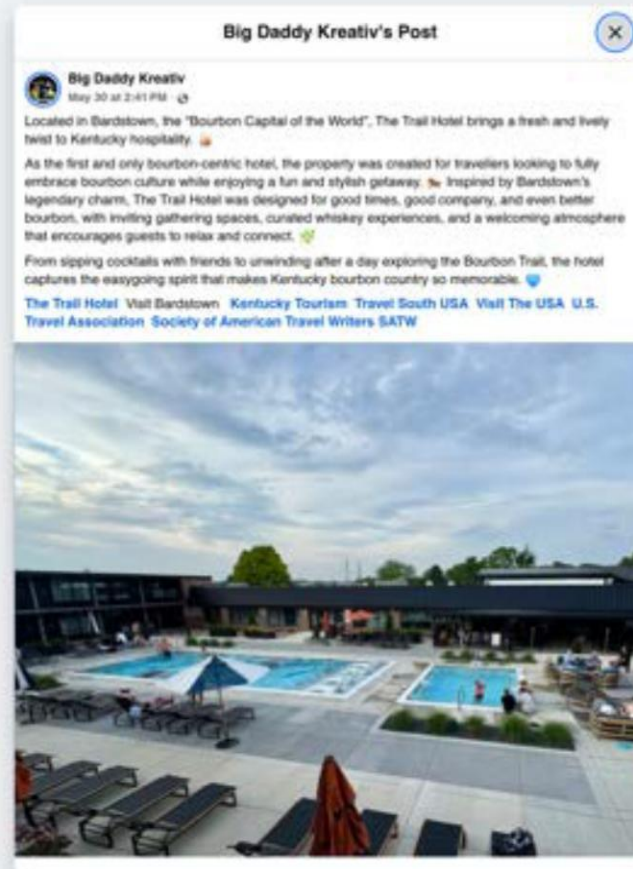
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The story behind The Kentucky Castle is every bit as fascinating as the property itself. 🏰

In 1909, Rex and Caroline Martin began building a European-inspired castle in the heart of Kentucky after traveling overseas and dreaming of bringing that architectural magic to the Bluegrass. 🏰 Before the project could be completed, the couple separated and construction stopped, leaving the unfinished castle standing for more than 30 years as a well-known local curiosity. 🏰 Even in its incomplete state, the structure reflected a bold and imaginative vision that later owners worked hard to preserve while expanding the estate into a luxury destination. 🏰

In 2023, the castle entered a new chapter when it was purchased by TKC Hospitality Group, led by proud Kentuckian Wes Henderson, whose deep Bluegrass roots continue to shape the castle's future. 🏰

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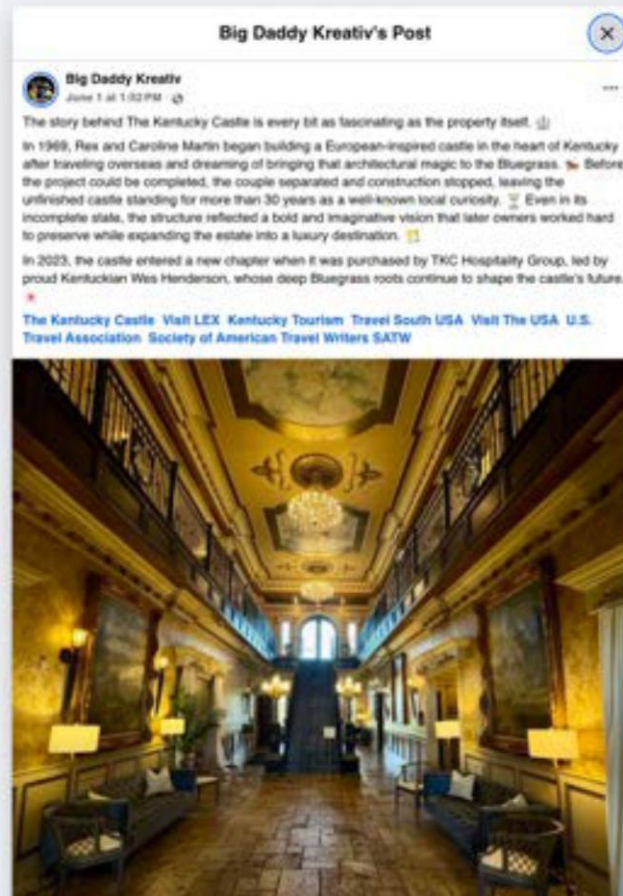
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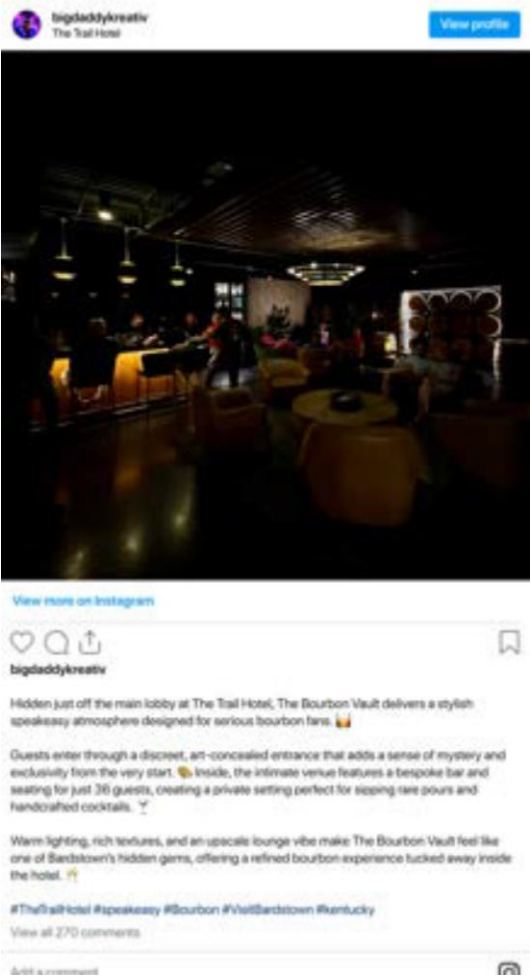
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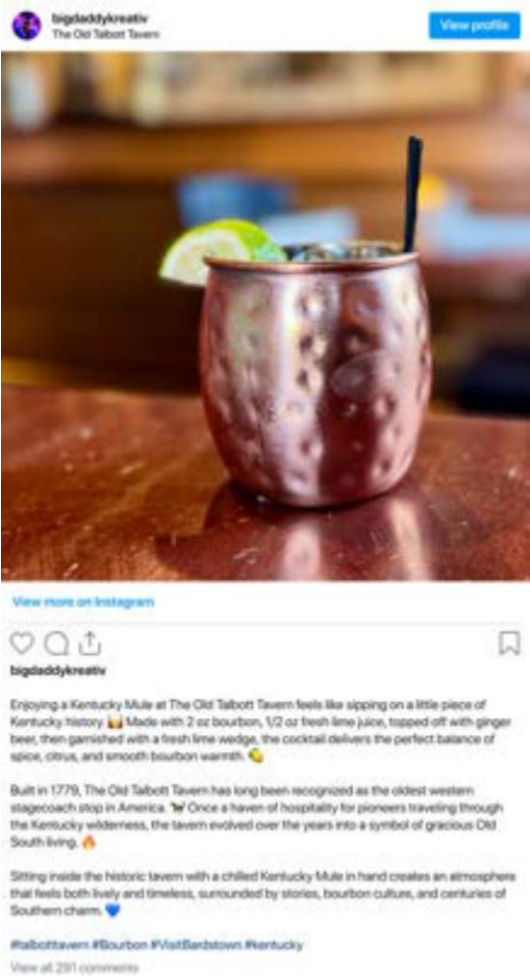
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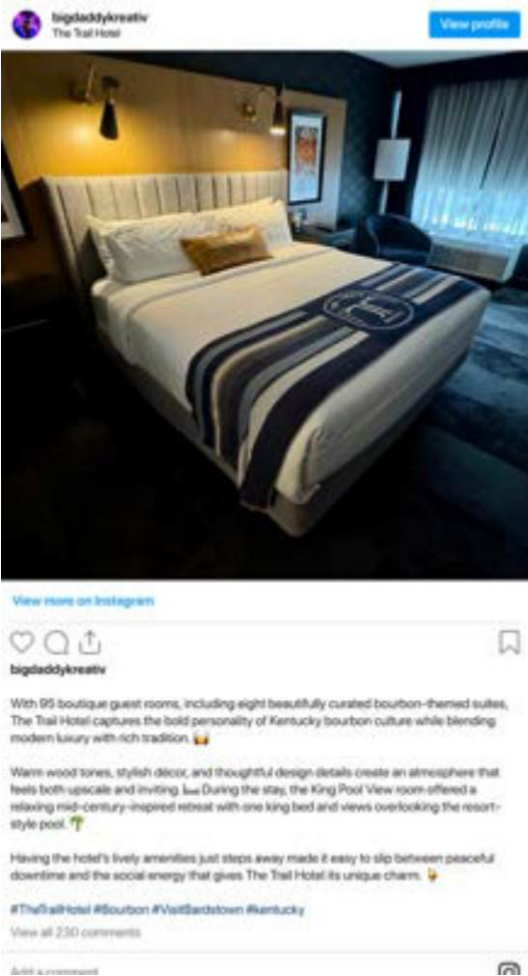
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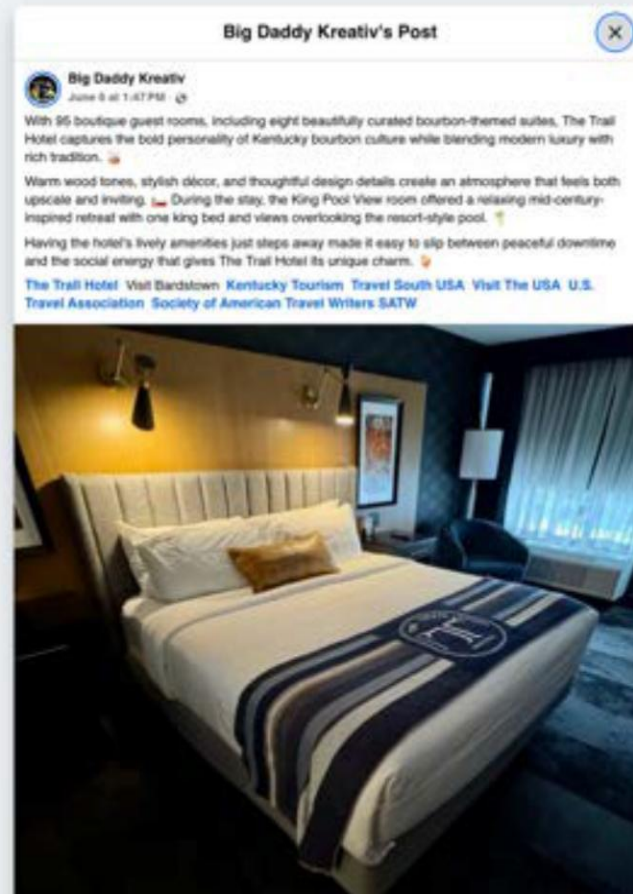
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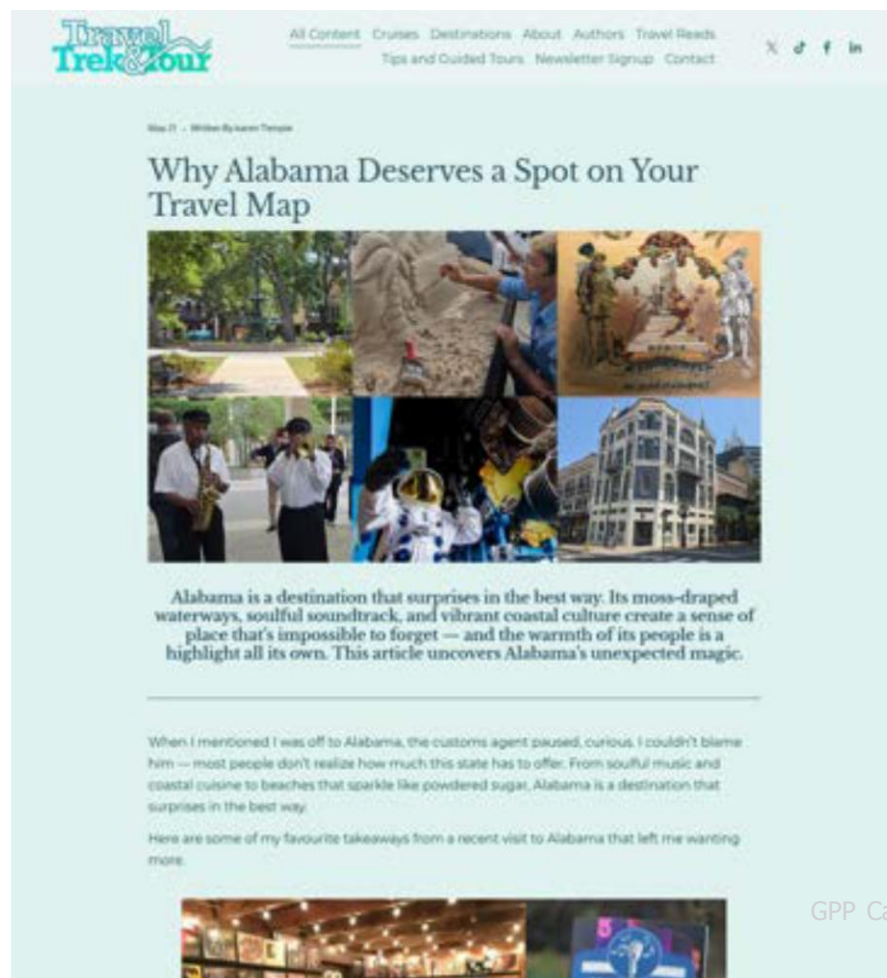
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leisuregrouptravel.com/west-virginias-rug...

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Leisure Group Travel

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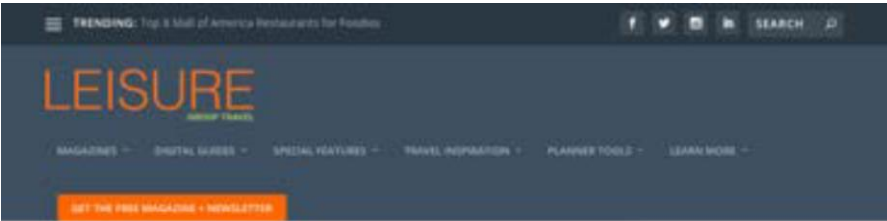
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May 12, 2026 ·  ONLINE Feature

Let the Good Times Roll in Mobile, Alabama

leisuregrouptravel.com/let-the-good-time...



Let the Good Times Roll in Mobile, Alabama

History & Heritage, Online Exclusives



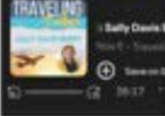
First-class museums, the spirit of Mardi Gras and visions of the Old South captivate groups in this Gulf Coast port. Amtrak service connects it to New Orleans.

By Randy Mink, Senior Editor

With iron grilwork balconies and canopies of moss-bearded live oaks gracing streets and parks, Mobile strikes the first-time visitor as a double for New Orleans. At least that was my initial impression as I rode into town from the airport and took a quick walk around downtown from my base at the Battle House Hotel.

Like New Orleans, Mobile does Mardi Gras in a big way. *Mobile*, as the city tends to boast, held America's first Mardi Gras celebration, which originated in 1703, one year after the city's founding by the French. The joy generated during Mobile's pre-Lenten festival, a weeks-long affair that starts in late January, seems to permeate life year-round in this easy-going city on Alabama's Gulf Coast.

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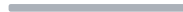
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Mar 12, 2026 · ONLINE

8 Towns on the Atlantic Coast with Vibrant Downtown...

worldatlas.com/cities/8-towns-on-the-atla...

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Engagements

10

WorldAtlas CONTINENTS COUNTRIES GEOGRAPHY EDUCATION SOCIAL SCIENCE



8 Towns On The Atlantic Coast With Vibrant Downtown Areas

The Atlantic Coast, with its waterfront downtowns and long maritime history, attracts millions each year, and the destinations below make it easy to see why. In iconic New England centers like Provincetown, visitors can browse Commercial Street and unwind near the beaches of the Cape Cod National Seashore. And further south, towns like Georgetown in South Carolina and Beaufort in North Carolina stand out for their beautifully preserved historic streets. If you want to discover the Atlantic Coast at its most charming, these stunning downtowns are a great place to start.

MORE ON THE ATLANTIC COAST
8 Whimsical towns to visit on the Atlantic Coast

Camden, Maine



February 2026



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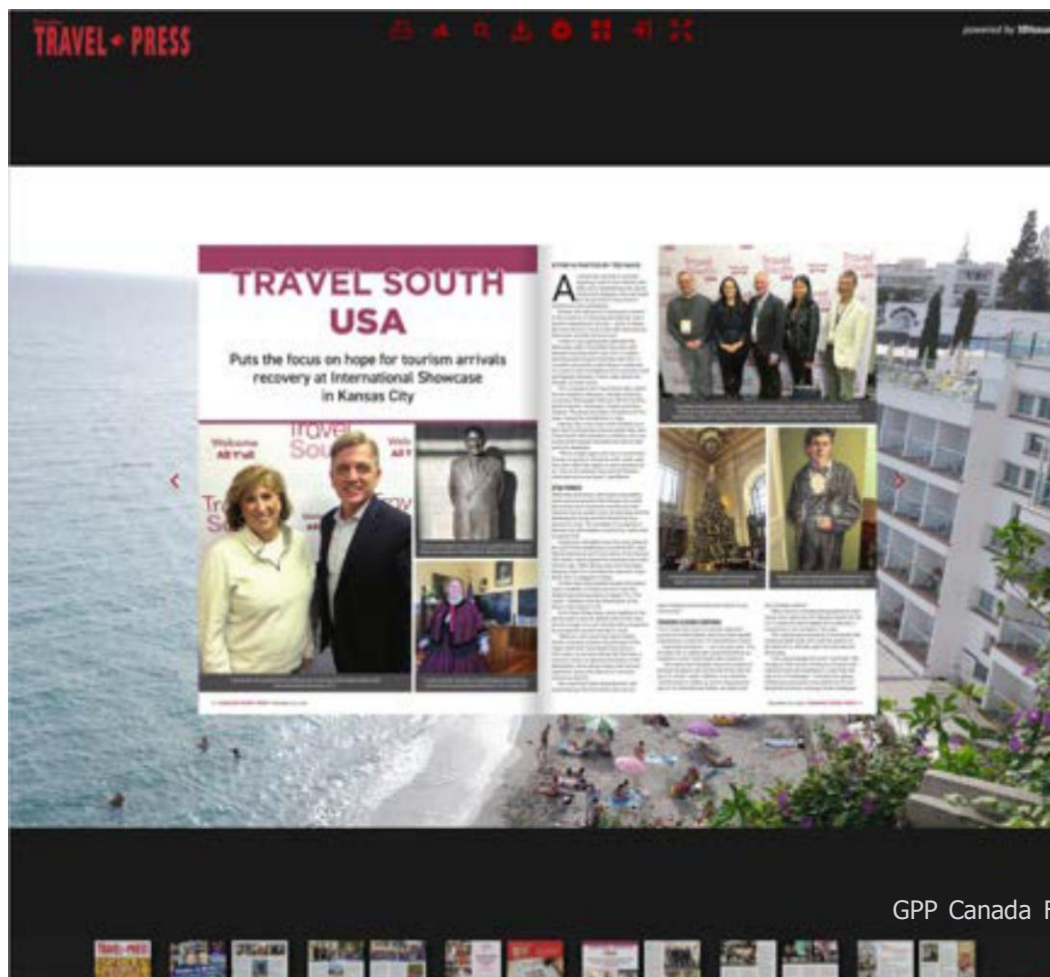
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News - Events - Travel South delivers a welcome message to the world at 2025 Showcase

Travel South delivers a welcome message to the world at 2025 Showcase

By Ted Davis | December 5, 2025



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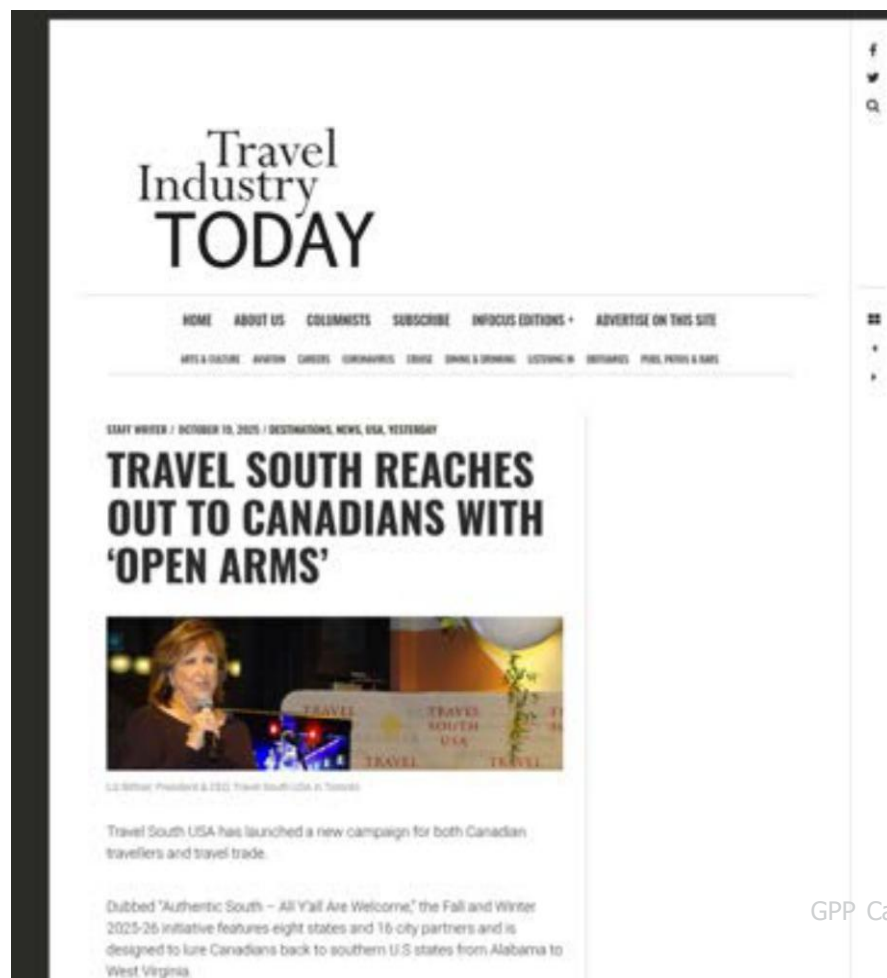


TRAVEL SOUTH REACHES OUT TO CANADIANS WITH...

[travelindustrytoday .com/travel-south-reac...](https://travelindustrytoday.com/travel-south-reac...)

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travelweek.ca/news/destinations/travel-s...

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Hotels & Resorts

Travel South USA, HBX Group inspiring Canadians with new campaign

By TravelPress Staff | October 17, 2025



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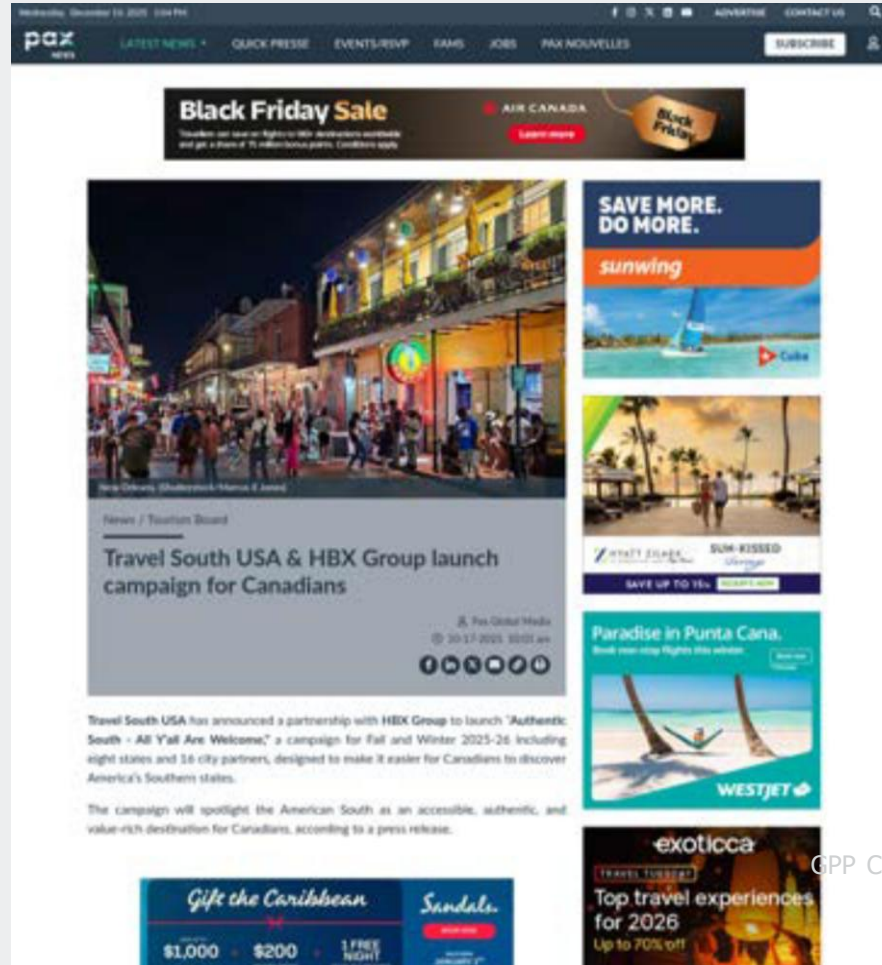


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paxnews.com/news/tourism-board/travel-...

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Sep 25, 2025 · ONLINE

Séjours tabous ou pas, des Canadiens continuent de...

professionvoyages.com/sejours-tabous-o...

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Sep 24, 2025 ·  ONLINE

Une soirée pour discuter du Sud américain et de son...

quebec.openjaw.com/2025/09/24/une-s...

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10.1 ° Québec

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Actualités

Une soirée pour discuter du Sud américain et de son premier Guide Michelin

Par Isabelle Mathis - 24 septembre 2025



Rechercher l'après pour de la musique d'origine à Raton-Rouge, en Louisiane.

Le chant des sirènes du Sud des États-Unis a résonné mardi soir au restaurant Cadet de Montréal, où la PDG de Travel South USA, Liz Bittner, s'était déplacée pour rencontrer quelques journalistes.

Autour d'un succulent repas, Mme Bittner a animé la conversation pour rappeler à ses invités que le Sud américain était toujours aussi vivant et qu'il attend les touristes à bras ouverts.

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70



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Cross-border comfort: Canadians still choosing Southern...

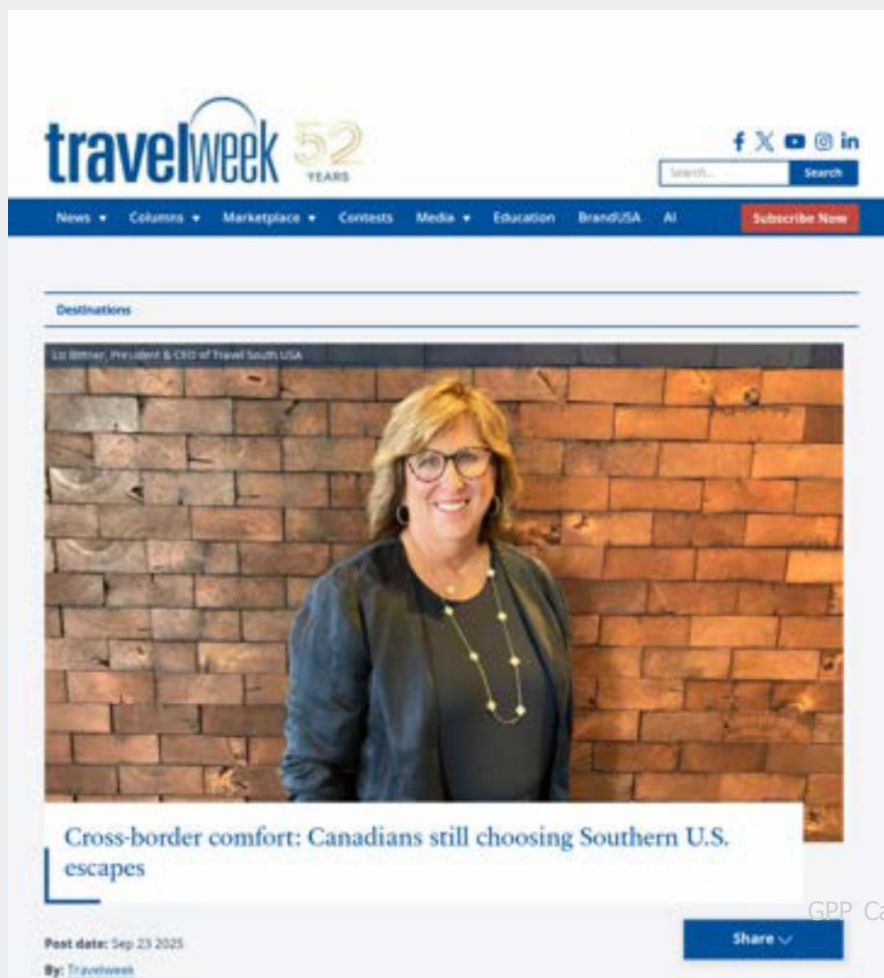
travelweek.ca/news/destinations/cross-b...

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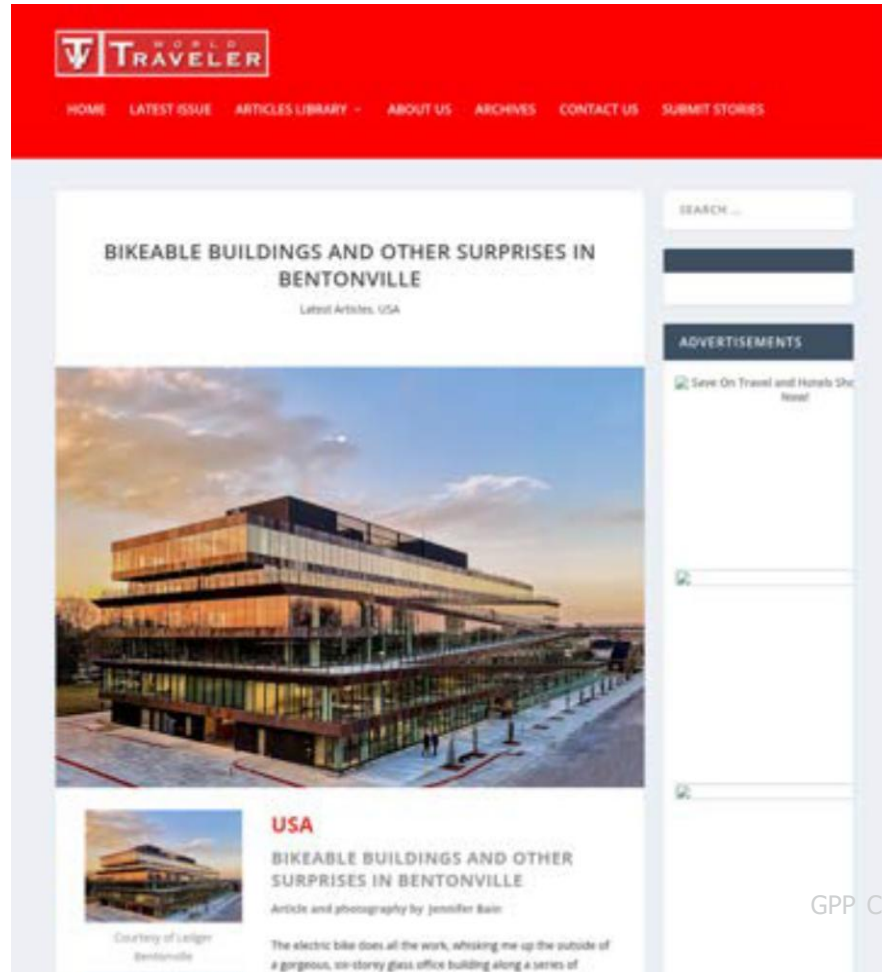
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worldtraveler.travel/bikeable-buildings-an...

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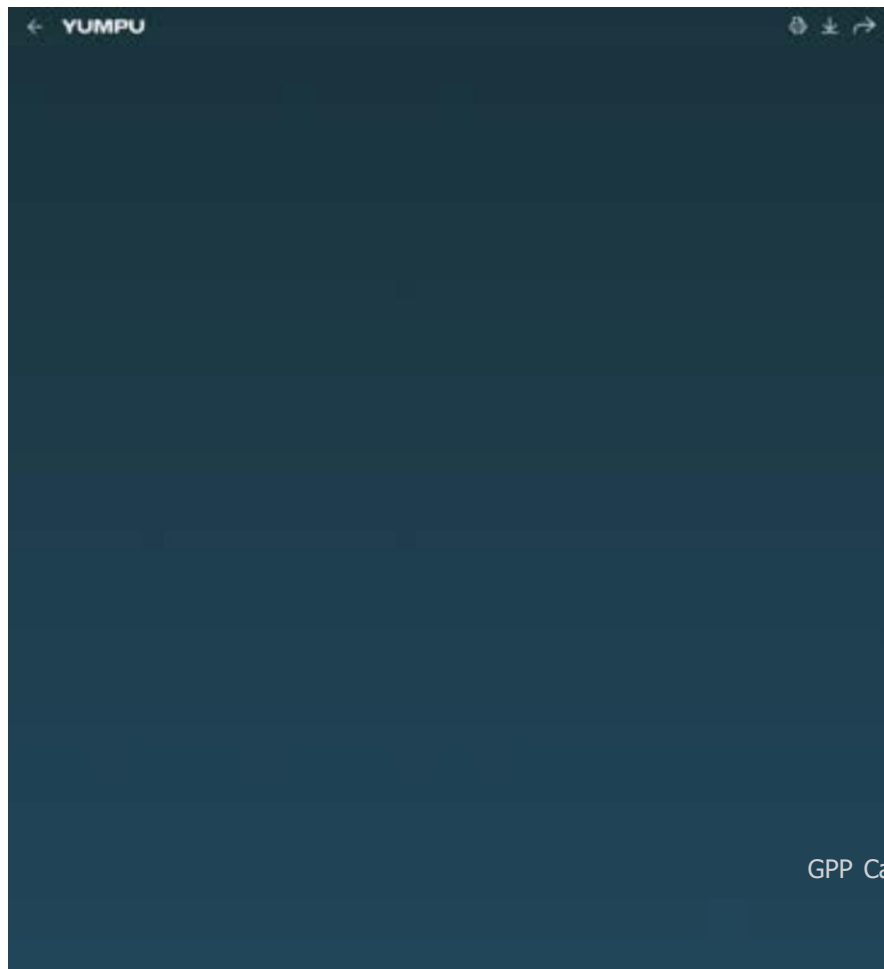
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World Traveler Fall 2025 Issue

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travelcourier.ca/west-virginia-has-year-ro...

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West Virginia has year round appeal for Canadian travellers

By Travel South / September 3, 2025

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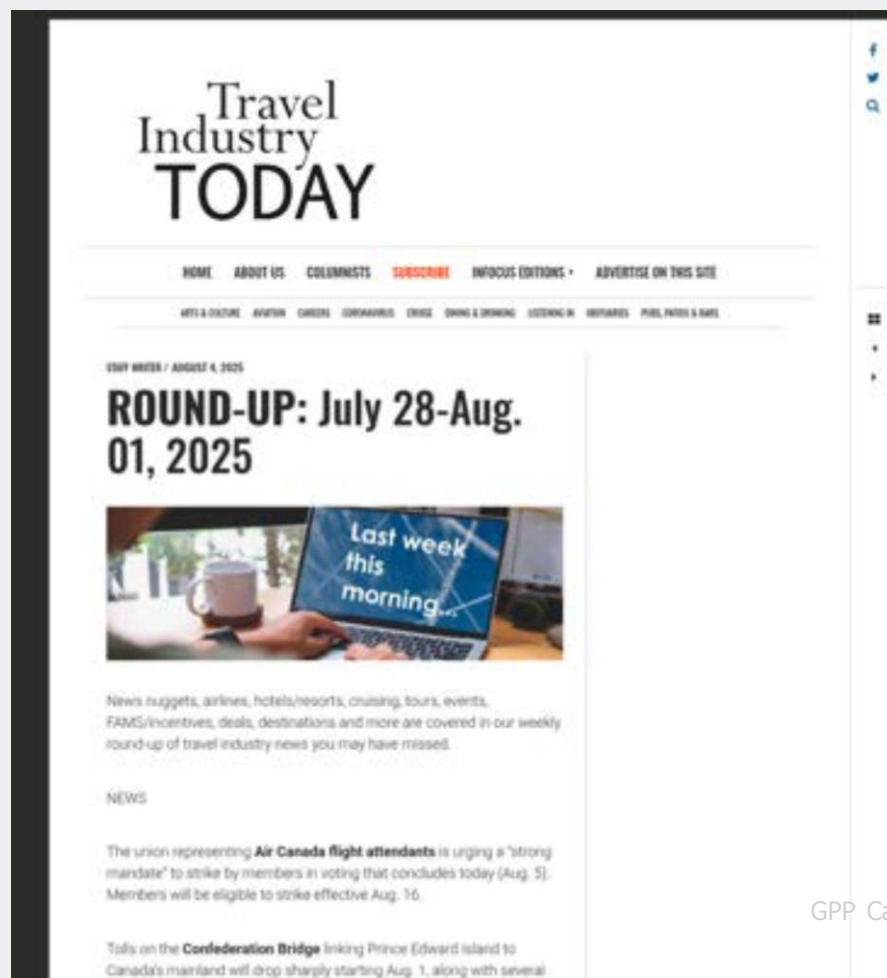


ROUND-UP: July 28-Aug. 01, 2025 – Travel Industry Today

[travelindustrytoday.com/round-up-july-28...](https://travelindustrytoday.com/round-up-july-28-01-2025)

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Jul 18, 2025 ·  ONLINE

25 of the Best Hidden Gem Towns in Alabama That...

homestratosphere.com/hidden-gem-town...

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25 of the Best Hidden Gem Towns in Alabama That Showcase the State's Best Kept Secrets

BY JOHN DIPIEDRA / JULY 18, 2025 / ALABAMA



Shutterstock

Alabama's diverse landscape extends far beyond its major cities, offering travelers and potential residents access to charming small communities that showcase the state's authentic character. These lesser-known destinations provide unique experiences, from historic downtown districts to natural attractions, often without the crowds found in more popular tourist areas.

You can discover communities across Alabama that offer

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Pre-Approved
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I want to **Buy** a home



I want to **Refinance** my home

Today's Rates:

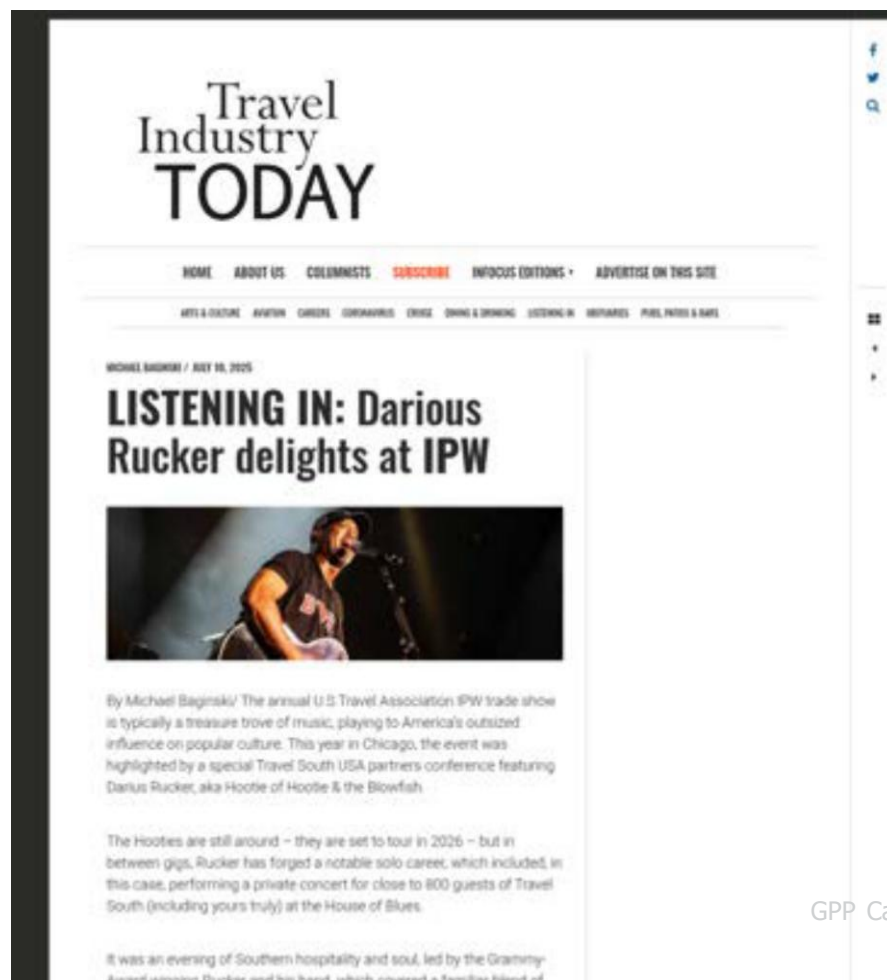


LISTENING IN: Darius Rucker delights at IPW –...

travelindustrytoday.com/listening-in-dario...

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BUSINESS INSIDER

Gold domes, historic statues, and nods to state flags: Photos show what the capitol looks like in every state

Talia Lakritz/Bettina Shaw
Sat, July 5, 2020 at 1:17 pm (UTC)
30 min read



Real estate experts say that's because many people are still working from home.

- Every US state has a capitol that houses its state legislature.
- Many state capitols are domed buildings similar to the US Capitol, but others are more unique.
- Maryland's State House is the oldest capitol in continuous legislative use in the US.

Jul 05, 2025 · ONLINE

Gold domes, historic statues, and nods to state flags: Photos...

ca.news.yahoo.com/capitol-looks-every-st...

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8 Of The Most Eccentric Towns In Mississippi

worldatlas.com/cities/8-of-the-most-ecce...

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WorldAtlas CONTINENTS COUNTRIES GEOGRAPHY EDUCATION SOCIAL SCIENCE



8 Of The Most Eccentric Towns In Mississippi

From American music history to epic architectural marvels, these small towns in [Mississippi](#) have a story to tell. In a state with such diverse topography and rich heritage, it is no surprise that several cities are ideal for a day trip. There is a lot to do and see, including the birthplace of the King of Rock and Roll, the birthplace of the Delta Blues, and the icon of American culture.

Mississippi is known for more than just its musical heritage, though. Many places still retain Antebellum architecture, such as Port Gibson, a town that General Ulysses S. Grant called "too pretty to burn." Exploring heritage and musical trail markers and discovering public murals along the way are just a couple of reasons to visit these quirky towns, which leave a fun and historical impression on their visitors.

Clarksdale



An aerial photograph of the Cincinnati skyline at dusk. The Great Cincinnati Fountain is in the foreground, surrounded by a green lawn. The city's skyline, including the Cincinnati Bell Field and various skyscrapers, is visible in the background. The sky is a mix of blue and orange from the setting sun.

THANK YOU!

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