

INDIA ANNUAL REPORT FY 2025-26



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ABOUT TSUSA

Global Partner Programming

The TSUSA GPP provides a foundational base from which state tourism offices have shared in-country representation with international export marketing and sales activities. Managed by Travel South USA, the official regional destination marketing organization for the 12 state tourism offices, these collaborative efforts create leveraged actions, increase reach of travel trade and journalists, and coordinated consumer campaigns which deliver visitors to the South. In 2019, the Travel South USA region welcomed 10.2 million visitors, who spent \$10.3 billion, with 90% of these visitors arriving from 15 markets from around the globe.

India, the world's fifth-largest economy, is projected to grow between 6% and 7% in FY25, reinforcing its status as one of the fastest-growing major economies. In 2024, the USA received 2.19 million visitors from India 24.3% increase over 2023, ranking India as the #2 overseas source market (excluding Canada and Mexico) and #4 overall for international arrivals. The country is now the world's third-largest aviation market, with significant airport expansions underway.

With Indian travelers typically holding a 10-year U.S. visa and a significant proportion comprising repeat visitors, the Southern states present considerable potential as destinations to explore. Through the GPP program, our focus will be on promoting the diversity and distinct character of the Southern states in the Indian market, thereby generating stronger interest and engagement among Indian travelers. The rich combination of culture, cuisine, music, and outdoor experiences offered by the region is particularly appealing to the Indian audience, making it a compelling proposition for both first-time and repeat visitors.

Indian travelers normally stay over 2 weeks in the USA, and increasingly seek diverse experiences spanning sports, entertainment, cruises, wellness, and adventure tourism. Travel is now seen as a contributor to personal well-being and a way to collect unique experiences from shopping and cultural activities to culinary explorations. This shift is fueled by a young, affluent, and digitally savvy population, with millennials and Gen Z leading the way. Rising incomes and a "You Only Live Once" mindset are encouraging higher spending on premium services and exclusive travel opportunities. India's digital adoption is robust, with 806 million internet users (55.3% penetration, up 6.5% year-on-year) and stable mobile connectivity at 1.12 billion connections, covering 76.6% of the population.

I. EXECUTIVE SUMMARY

- Between September 2025 and June 2026, we conducted sales calls with over 70 Indian travel companies, both in-person and virtually.
- As of April 2026, 127 TSUSA products currently listed across 28 Indian travel company websites
- We generated 75 media clippings from August 2025 – June 2026, including 64 earned media placements.
- Disseminated 10 monthly e-newsletters to 7,000+ travel trade professionals and 300+ journalists (avg. open rates of 22.48% for trade and 21.89% for media)
- The TSUSA International Showcase 2025 brought in six Indian tour operators and one media rep, generating strong interest in the destination and high-quality business meetings.
- The TSUSA India Workshop in January 2026 was attended by 55 travel trade people for a showcase of Travel South USA and partner destinations.
- TSUSA was represented at “Elite America Coast to Coast Training” a trade focused in-person training session attended by 30 travel agents hosted by an Indian DMC Sans Incredible in association with the U.S. Commercial Service at the US Consulate in Mumbai.
- The TSUSA Global Media Marketplace 2026 had four leading Indian travel and lifestyle journalists, facilitating one-on-one meetings with tourism partners.
- Travel South USA's Indian social media presence was built from the ground up, growing to a consistently active community through an always-on content strategy on both Instagram and Facebook.
- The TSUSA India Webinar Series (2 separate webinars) engaged 82 travel trade agents.

II. Travel Trade Engagement

Between September 2025 and June 2026, we met up with 73 travel companies, via 152 sales calls. These included:

- In-person meetings and
- Virtual calls on meeting platforms

We have successfully provided destination trainings to 248 trade agents through

- Two Webinars - a total of 82 trade professionals participated
- And monthly in-person & Virtual trainings of travel company staff

Objective - To introduce Indian travel companies to TSUSA partner states and promote tour product development

A detailed product audit of **117 leading travel trade websites** was conducted in **December 2025**, followed by a second analysis in **April 2026** to measure growth and market penetration.

Key Highlights -

- **28 travel companies** now feature TSUSA itineraries (+**15 agencies** since December 2025)
- **127 TSUSA products** currently listed (+**82 products** since December 2025)

III. Global Partner Program State-wise Performance

State promotion

Alabama



Reporting period: Sep 2025 - June 2026

Objective: Strengthen awareness of Alabama by showcasing its Civil Rights heritage, Gulf Coast experiences, outdoor recreation and road trip opportunities, with other Southern US states.

Trade Engagement -

- Sales Calls: The focus of all sales calls, was on highlighting the ease in connectivity with Florida and Louisiana, encouraging tour operators to include the state in multi-destination Southern itineraries.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 7** (an increase of 5 products since Dec 2025)

PR Coverage -

- Total earned media placements – **13** (including coverage generated via a hosted media FAM trip)

Newsletter promotion -

- Featured in **5 newsletters**, promoting outdoor activities, festivals, road trips, sports tourism and culinary experiences.

Social Media promotion -

- Featured in **6 social media posts** on Instagram & Facebook, focusing on outdoor adventures, music, space and innovation experiences, and seasonal events.

Arkansas



State promotion

Reporting period: Sep 2025 - June 2026

Objective: Increase awareness of Arkansas as an emerging outdoor and nature destination by highlighting its mountains, state parks, cultural attractions and road trip experiences.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to position Arkansas as an ideal extension to Tennessee and Missouri itineraries, with a focus on outdoor adventures and authentic Southern experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 1** (opportunity to increase product development)

PR Coverage -

- Total earned media placements – 9

Newsletter promotion -

- Featured in **5 newsletters**, showcasing Halloween attractions, holiday experiences, culinary heritage, spring travel and outdoor adventures.

Social Media promotion -

- Featured in **6 social media posts** on Instagram & Facebook, promoting outdoor recreation, nature, state parks and family-friendly experiences.

State promotion

Reporting period: Sep 2025 - June 2026

Objective: Position Kentucky by promoting its Bourbon trails, horse country, outdoor attractions, culinary experiences, music heritage and authentic Southern culture.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to promote Kentucky as a gateway to the Upper South, encouraging combination with Tennessee and Missouri through bourbon, Kentucky Derby and music experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products** in Market (as on Apr '26) - **4** (an increase of 2 products since Dec 2025)

PR Coverage -

- Total earned media placements – **14**

Newsletter promotion -

- Featured in **5 newsletters**, highlighting Halloween experiences, holiday traditions, Southern cuisine, spring culinary experiences and outdoor attractions.

Social Media promotion -

- Featured in **5 social media posts**, showcasing adventure experiences, bourbon, culinary offerings and festive attractions.

Louisiana



State promotion

Reporting period: Sep 2025 - June 2026

Objective: Increase awareness of Louisiana as a year-round destination by promoting its unique culture, events, cuisine, music, outdoor experiences and multi-city itineraries to the Indian travel trade.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to highlight Louisiana as a cornerstone of Southern USA itineraries, paired with Mississippi, Alabama and Tennessee to showcase the region's culture, cuisine and music.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 15** (an increase of 11 products since Dec 2025)

PR Coverage -

- Total earned media placements – **15**

Newsletter promotion -

- Featured in **5 newsletters**, showcasing outdoor adventures, festivals, road trips, sports tourism and the state's renowned culinary and seafood experiences.

Social Media promotion -

- Featured in **7 social media posts**, primarily highlighting the state's vibrant food, music and cultural experiences, with additional content on festivals and nightlife.

Mississippi



State promotion

Reporting period: Sep 2025 - June 2026

Objective: Position Mississippi as an authentic Southern destination by highlighting its cultural heritage, scenic landscapes, outdoor experiences and culinary offerings for FIT and self-drive travellers.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to position Mississippi as a natural addition between Louisiana and Tennessee, focusing on Blues heritage, Civil Rights history and scenic road trips.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 9** (an increase of 5 products since Dec 2025)

PR Coverage -

- Total earned media placements – **12**

Newsletter promotion -

- Featured in **5 newsletters**, promoting outdoor activities, festivals, road trips, sports tourism and culinary experiences.

Social Media promotion -

- Featured in **6 social media posts**, showcasing the state's rich cultural heritage, outdoor experiences and Gulf Coast attractions.

State promotion

Reporting period: Sep 2025 - June 2026

Objective: Showcase Missouri's diverse tourism experiences by promoting Route 66, outdoor recreation, music, culinary attractions and family-friendly destinations.

Trade Engagement -

- **Sales Calls:** The focus in all sales calls was to position as an extension to Tennessee, Kentucky and Arkansas, offering Route 66, music heritage and family-friendly attractions.
- **Webinar and Trainings:** Destination highlights were showcased during all trainings
- **Agents trained:** 248 (Webinars, Virtual and In-person)
- **Email outreach:** Destination follow-up contents (Official website link, TSUSA Image library link)
- **Event participation:** Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 8** (an increase of 7 products since Dec 2025)

PR Coverage -

- **Total earned media placements – 25**

Newsletter promotion -

- **Featured in 5 newsletters**, featuring Halloween celebrations, holiday attractions, barbecue culture, spring experiences and iconic outdoor destinations.

Social Media promotion -

- **Featured in 5 social media posts**, highlighting Route 66, craft spirits, cultural attractions and outdoor experiences to showcase the state's diverse tourism offerings.

North Carolina



State promotion

Reporting period: Sep 2025 - June 2026

Objective: Promote North Carolina as a destination for nature, outdoor adventure, scenic drives and vibrant cities, encouraging greater inclusion in self-drive and multi-state itineraries.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to position as an ideal pairing with South Carolina, highlighting scenic drives, the Blue Ridge Mountains and outdoor experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 7** (an increase of 4 products since Dec 2025)

PR Coverage -

- Total earned media placements – **13**

Newsletter promotion -

- Featured in **5 newsletters**, focusing on outdoor adventures, festivals, scenic drives, sports tourism and regional culinary experiences.

Social Media promotion -

- Featured in **7 social media posts**, focusing on outdoor adventures, scenic landscapes and coastal experiences, positioning the state as a premier destination for nature lovers.

South Carolina



State promotion

Reporting period: Sep 2025 - June 2026

Objective: Enhance the visibility of South Carolina by showcasing its historic cities, coastal experiences and culinary offerings.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to position South Carolina as an addition to North Carolina highlighting its historic cities and culinary experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 9** (an increase of 6 products since Dec 2025)

PR Coverage -

- Total earned media placements – **13**

Newsletter promotion -

- Featured in **5 newsletters**, covering Halloween attractions, festivals, road trips, sports tourism and Lowcountry cuisine.

Social Media promotion -

- Featured in **4 social media posts**, promoting golf, performing arts, coastal experiences and seasonal attractions.

Tennessee

TENNESSEE

State promotion

Reporting period: Sep 2025 - June 2026

Objective: Reinforce Tennessee's appeal by promoting its music heritage, Great Smoky Mountains, culinary and whiskey experiences and year-round attractions across the state.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to position Tennessee as a core Southern USA destination, combined with Kentucky, Mississippi and Arkansas to create music, culture and scenic outdoor experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 14** (an increase of 8 products since Dec 2025)

PR Coverage -

- Total earned media placements – 8

Newsletter promotion -

- Featured in **5 newsletters**, promoting Halloween experiences, festive holidays, Southern cuisine, spring experiences and outdoor adventures.

Social Media promotion -

- Featured in **6 social media posts**, highlighting festivals, family attractions, music heritage and cultural experiences.

Rhythms of the South



Itinerary promotion

Reporting period: Sep 2025 - June 2026

Objective: Inspire Indian travel advisors to create immersive multi-state itineraries by showcasing the region's musical heritage, cuisine, and scenic road trip experiences.

Trade Engagement -

- Sales Calls: The focus in all sales calls was to encourage travel advisors to develop three-city itineraries by highlighting the diverse music culture, cuisine and scenic road trip experiences.
- Webinar and Trainings: Destination highlights were showcased during all trainings
- Agents trained: 248 (Webinars, Virtual and In-person)
- Email outreach: Destination follow-up contents (Official website link, TSUSA Image library link)
- Event participation: Brand USA India Travel Week 2026, TSUSA India Workshop 2026

Product Development -

- **Current Products in Market (as on Apr '26) - 53** (an increase of 34 products since Dec 2025)
- Atlanta - 24 (an increase of 15 products since Dec 2025)
- Nashville - 5 (an increase of 2 products since Dec 2025)
- New Orleans - 24 (an increase of 17 products since Dec 2025)

PR Coverage -

- Total earned media placements – **25**
- Atlanta - 19
- Nashville - 6
- New Orleans - 10

Newsletter promotion -

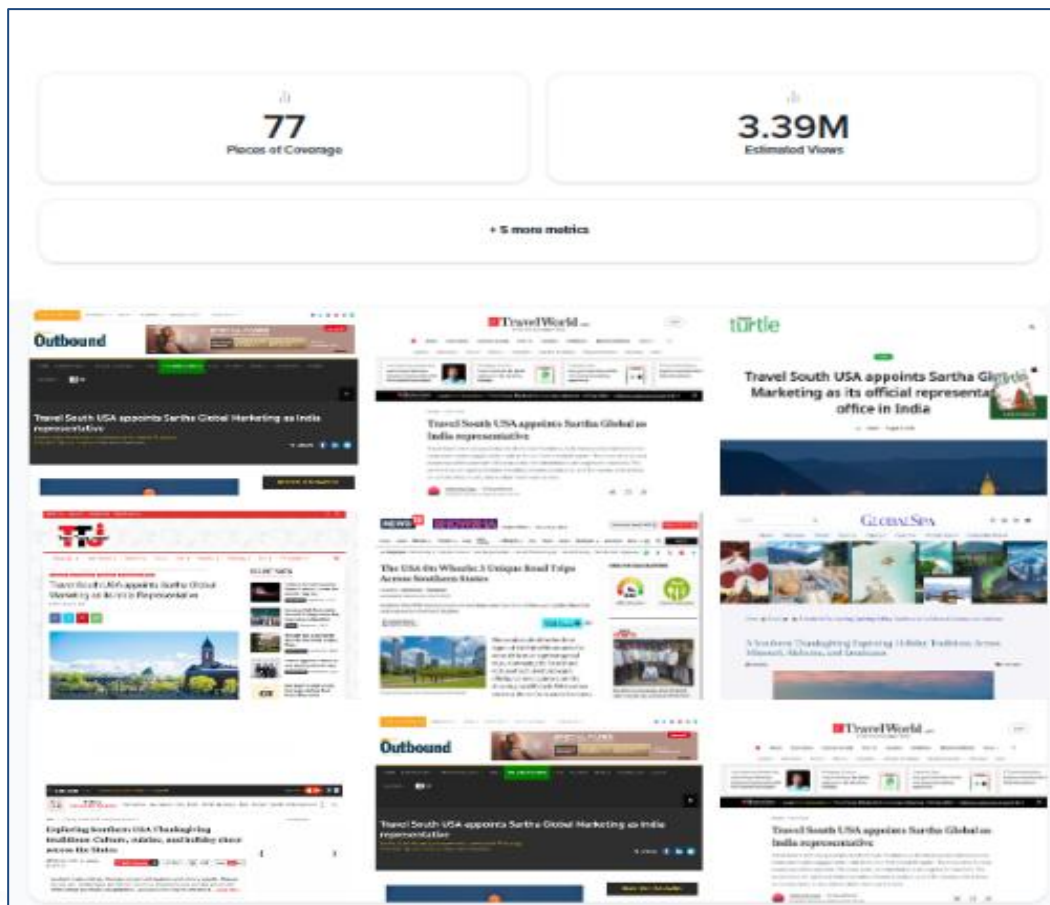
- Featured in **5 newsletters**, promoting multi-state itineraries through Halloween experiences, holiday traditions, Southern cuisine, spring escapes and iconic road trips across the region.

Social Media promotion -

- Featured in **5 social media posts**, celebrating the South's rich musical heritage and encouraging multi-state travel through region-wide storytelling.

IV. Communication & PR

- Generated 75 media clippings. 64 were secured through earned media efforts (August 2025 – June 2026).
- Coverage focused on key themes: Outdoor Experiences, Road Trips, Culinary & Cuisine, Heritage & Culture.
- Generated media coverage on places to visit in Atlanta during FIFA World Cup 2026 Host City.
- Highlighted 4th of July festivities and unique celebrations across the Southern US states through earned media coverage.
- Secured coverage in Autocar India based on Rishad Saam Mehta's solo trip
- CoverageBook Link - <https://app.coveragebook.com/29490/books/5c685b5c980151ee>



Key Coverage:

Food Talk | Tracing Southern USA culture and cuisine

Lachmi Deb Roy • November 10, 2025, 16:15:07 IST



From exploring the origins of Thanksgiving to modern festive customs, these Southern states have maintained their culture and cuisine around the holidays as a testament to community spirit and a joyful way to kick off the festive season

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Travel South USA appoints Sartha Global as India representative

Travel South USA has appointed Sartha Global Marketing as its India representative to drive trade and media engagement under its Global Partnership Program. The move aims to raise awareness of the southern US states as tourism destinations among Indian travellers. The partnership will spotlight states including Alabama, Louisiana, and Tennessee, with a focus on culture, food, music, and outdoor travel experiences.



Online Bureau • ETTravel/World
Published On Aug 6, 2025 at 02:26 PM IST



ET Travel

Exploring Southern USA Thanksgiving traditions: Culture, cuisine, and holiday cheer across the States

etimes.in / Oct 19, 2025, 23:54 IST

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Southern states embrace Thanksgiving with rich traditions and culinary delights. Missouri dazzles with holiday lights and festive tree farms. Alabama honors a turkey pardon and offers unique beverages and appetizers. Louisiana's New Orleans presents diverse dining, from classic turkey to innovative dishes like turduc ... [Read More](#)



The Southern states of the USA are a vibrant blend of traditions, culture, hospitality, and cuisine that have a profound influence on holiday celebrations, such as Thanksgiving. From exploring the origins of Thanksgiving to modern festive customs, these Southern states have maintained their culture and cuisine around the holidays as a testament to community spirit and a joyful way to kick off the festive season.

A Cultural Celebration: Thanksgiving and Holiday Tra

Times of India

Celebrate A Century Of Route 66 Cruising Through Missouri's Timeless American Charm

America's iconic highway, Route 66 turns 100 this year, and there is no better place to celebrate it than Missouri. Hit the "Mother Road" to experience the thrill of a lifetime and the charm of timeless Americana



Pratik Chandra | 19 Oct 2025



BW Travel

6 places to visit if you're making the trip to Atlanta for the FIFA World Cup 2026

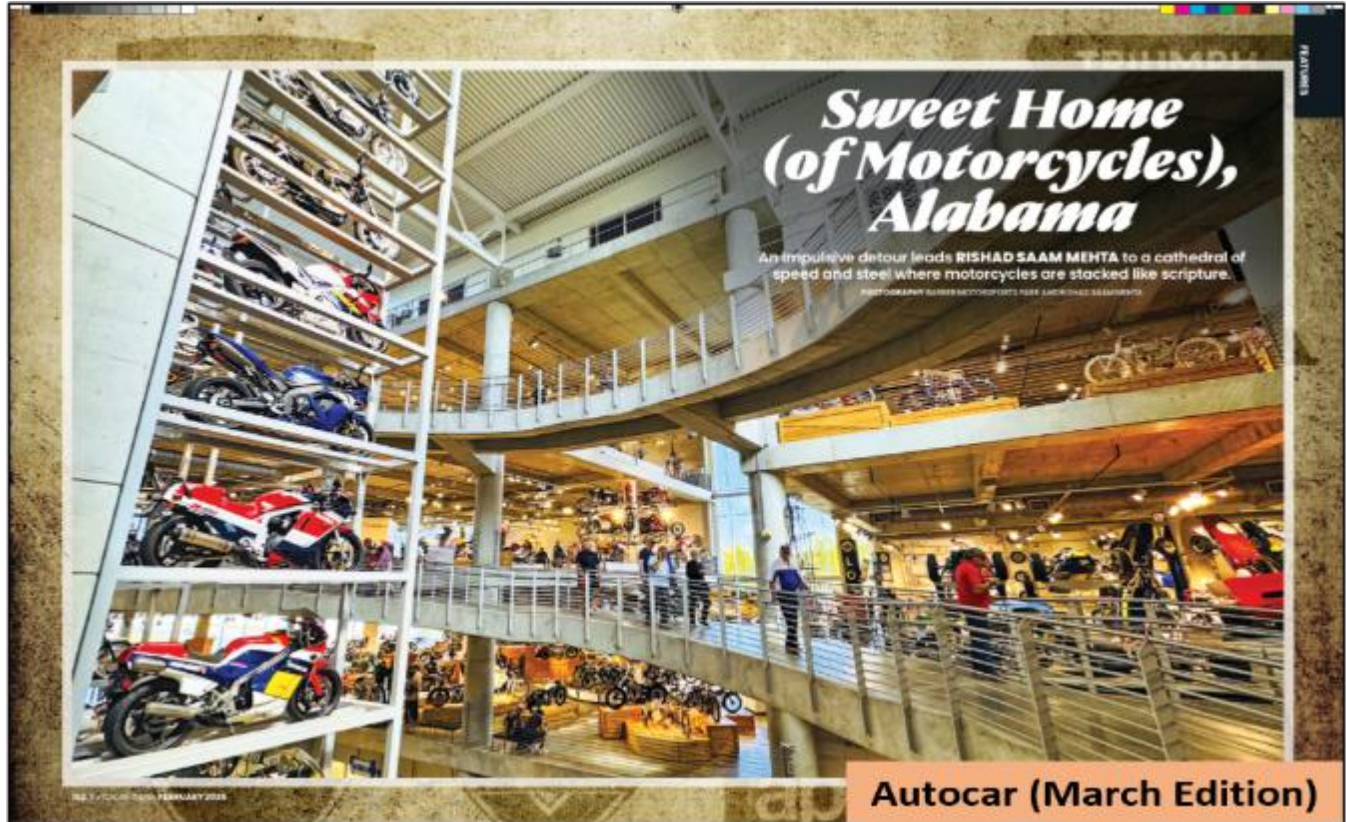
If you are booking your flights to Atlanta for the FIFA World Cup, do not forget to explore the place as well



Public Art Installations at Midtown Arts district, Atlanta

New Indian Express

Rishad Sam Mehta's Solo Trip Coverage



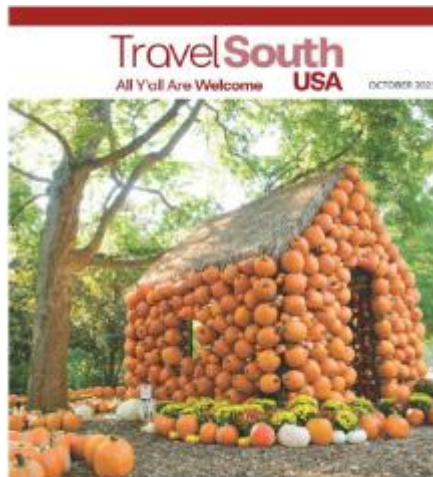
V. Newsletter

Trade Newsletter to 6000+ tour operators/ travel agent professionals and 300+ media professionals



TRAVEL SOUTH USA: EXPLORE THE OUTDOORS

September
Trade - 43.30%
Media - 21.90%



TRAVEL SOUTH USA: TRICK OR TREATS EDITION

October
Trade - 32.80%
Media - 22.90%



TASTE, TUNES, AND TRADITIONS:
FESTIVALS IN 2026

November
Trade - 22.80%
Media - 33.90%



HOLIDAY TRADITIONS IN THE AMERICAN SOUTH

December
Trade - 16.70%
Media - 19.80%



HIT THE ROAD:
WHAT'S NEW IN THE SOUTH FOR 2026

January
Trade - 19.70%
Media - 21.80%



SOUL FOOD: BBQ TO "MEAT & THIRDS"
HONORING CIVIL RIGHTS LEGACIES

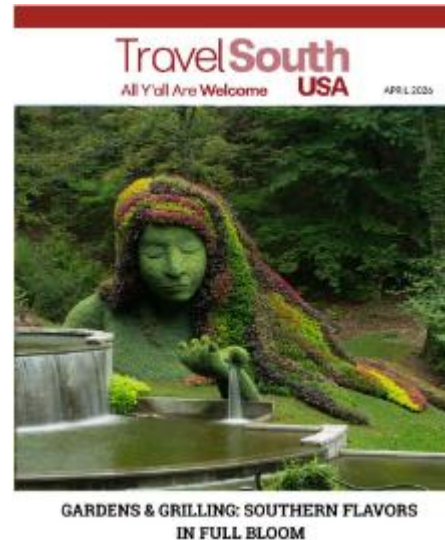
February
Trade - 17.50%
Media - 19.70%

V. Newsletter

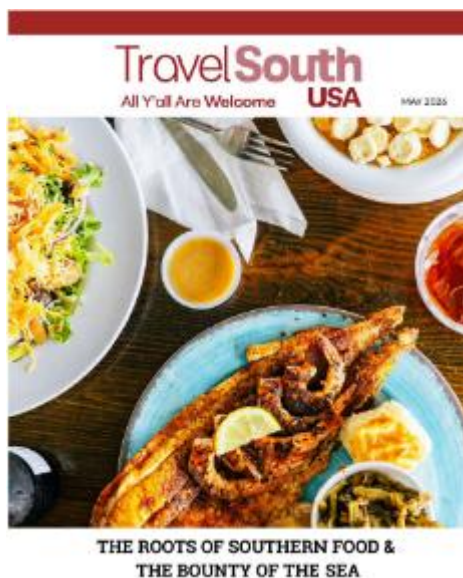
Trade Newsletter to 6000+ tour operators/ travel agent professionals and 300+ media professionals



March
Trade - 16.50%
Media - 17.70%



April
Trade - 18.50%
Media - 20.70%



May
Trade - 17.50%
Media - 19.70%



June
Trade - 19.50%
Media - 20.80%

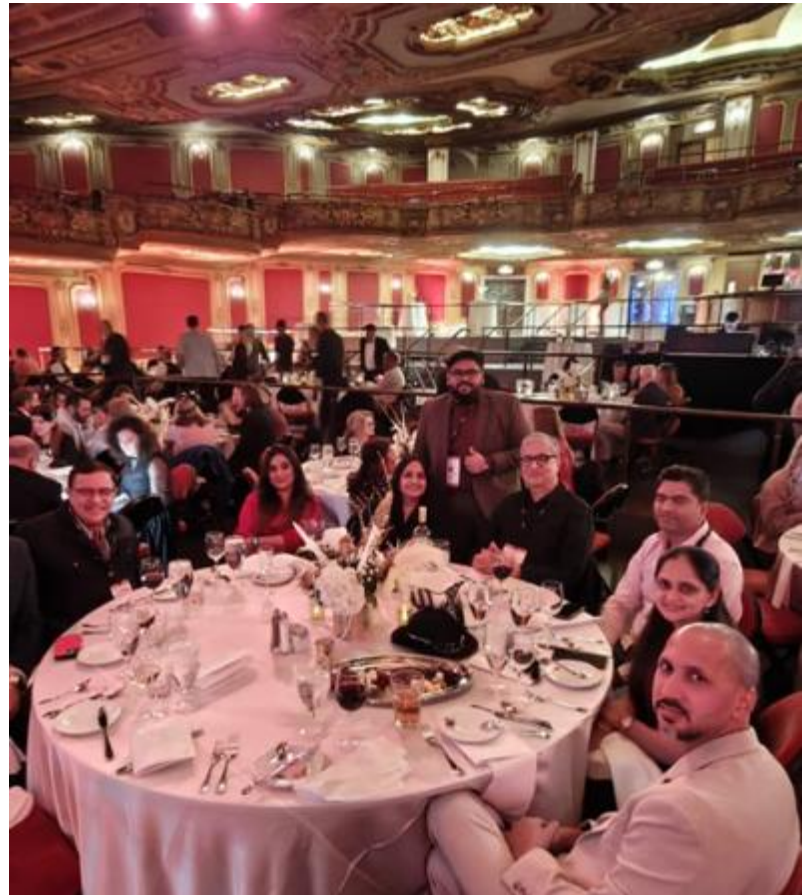
VI. TSUSA International Showcase 2025

Kansas City, Missouri

- The Travel South USA International Showcase successfully engaged six key Indian travel trade and one media representative.
- Indian delegates reported strong destination appeal, high-quality business meetings, and meaningful follow-up opportunities.
- Kansas City received positive feedback for its culture, attractions, and potential for Indian itineraries.
- The post-showcase FAM programs in Virginia and Arkansas further strengthened product understanding and selling confidence.
- Overall sentiment from the Indian market was highly positive, with clear interest in future collaboration.
- The International Showcase and Kansas City were featured on multiple Instagram posts & LinkedIn updates by the Trade delegates and a post-event article was featured on India Outbound Magazine's Newsletter, Website and Print editions.



TSUSA International Showcase 2025 Event Images



TSUSA International Showcase 2025 Media Coverage

INTERVIEW



LIZ BITTNER

Amazing evolution of Travel South USA in India

Southern United States is increasingly figuring in the travel itineraries sold in India as travel professionals become more familiar with the region, thanks to frequent meetings with their counterparts from the USA and participation in travel trade events like Travel South USA International Showcase, Liz Bittner, CEO, Travel South USA tells India Outbound that it brings together all 12 member states of the association.

by VARSHA SINGH

Q How has the Indian market performed for Travel South USA in 2024?

We have grown in India and to find out exactly how much we just did a travel trade event which revealed that a year ago, we were hardly in any tour operator programs even though there are about 100 tour operators in India that do wholesale marketing of the USA. And in just in the first year, we have seen a double-digit growth in the number of tour operators that are carrying American itineraries. We have also hosted a lot of journalists who have talked about all the great state parks and the outdoors. A lot of our national parks and state parks are free and as we have a relatively mild weather, so the parks are open year-round, which allows Indian travellers a wider window to choose when to visit.

What makes Travel South International Showcase different from the other trade shows in US?

Ultimately, I think it is our authentic delivery of the messaging. We pride ourselves in our food, our music, our culture history and our hospitality and it is embedded in every part of our programming, whether it is a presentation on stage or a cocktail reception. We are talking about what is our legacy and why as Indian travellers would want to come to the South. One of the reasons is Kentucky bourbon and we can tell

them how to taste it, what are the different kinds of tastes and explain the differences between Scotch whiskey and Kentucky bourbon.

What kind of challenges did Travel South USA face in 2024?

In full disclosure, 2024 has been a very challenging year, with everything from geopolitical tensions to currency volatility, inflation, obviously the government shutdown and the rhetoric around the National Parks system. As we approach the end of the year, we feel that we are not going to be as much down as the rest of the United States, but we are not happy to be down anyway. We would like to be in a growth mode and we feel that in this year we will be moving forward with restaurants and be back where we need to be. Probably about a 10% increase in 2025 is what we are really expecting as the whole specialty side.

How has Travel South USA evolved under your leadership since you joined in 2004?

As you mention that I joined in 2004, so I have been here for over 20 years and the evolution has been just amazing. We always knew we had great assets, with our food, music, culture and outdoor road trip experiences. But I think the visitors and the energy behind marketing ourselves together and being able to expand around the world has

countries like India that maybe, as an individual state or an individual city, we would not have had that opportunity 20 years ago earlier when I got here.

What have been the key milestones in your 21 years at the organization?

Well, heck they tried me, right? (Laughs) And then I would say we started this International Showcase in 2012, and it has just grown from there. In the first year we had 65 tour operators at so and we are well over 100 this year and expect to continue to grow. We are up to 20 countries, so we have diversified across the world. And I think our sophistication of dealings with the suppliers just continues to evolve to be even more beneficial for operators and for the suppliers.

What are the key takeaways from International Showcase?

Any of it and welcome, which is our new theme that is actually attached to our logo for the first time in 60 years. It is not just an invitation, it is a promise. We would love to show you our home and let us show you all of the cool things that we have here. The other take away is that we are one region with infinite possibilities and so you don't just have to come one time and try and take it all. Instead, plan multiple

24 January-February 2025 | India Outbound

India Outbound

CITY BREAK



KANSAS Ballgames, Blues & Barbecues

Not many Indian visitors would have travelled to Kansas City in Missouri in southern United States. But that is set to change in 2026 as the city that is renowned for its jazz music, barbecues and baseball games is gearing up to host six matches in the FIFA Football World Cup, which is expected to send visitors from India soaring to new highs.

by TEXT & PHOTOS: VARSHA SINGH

Even on a normal day, football is a hot sport, with constant cheering by excited fans following every move being made on the field. Imagine the noise levels when a football match is taking place in a stadium that is arguably the most modern in the world. And now imagine the stadium levels and the high-energy experience for the fans when matches in October are Football World Cup matches.

That is what awaits football fans this June and July when they make their way to Arrowhead Stadium.

In Kansas City in Missouri, which is scheduled to host six matches as part of the FIFA World Cup, including a quarter-final, the high-tech levels of the Arrowhead Stadium are a result of its unique construction and design, which combines deep bowl engineering with a shape that reflects economics and as the sports and densely packed together, the sounds generated in the stadium reach a deafening crescendo that often exceeds 140 dB.

Though the largest city in Missouri does not fly.

Indian travellers to the United States, it is set to change this year thanks to the football matches that start on June 16 with football icon Lionel Messi leading Argentina against Algeria in a group-stage match. It will host five other matches at various stages, concluding with a quarter-final match on July 11.

While football is the focus of the year of the Arrowhead Stadium, matches, Kansas City is associated with other legacies, the American football and baseball. And this

28 March-April 2025 | India Outbound

India Outbound

EXPERIENCE

Art, Aristocracy & Adventure in Arkansas



Arkansas in southern United States is fast becoming for being the home state of two of the most famous families in the United States, the business and political dynasties of the Rockwells, the political families of the Clintons and the Clintons of Arkansas. Arkansas is a southern United States state with a rich history and a beautiful landscape. It is a state of contrasts, with a mix of urban and rural life, and a rich cultural heritage. It is a state of adventure, with a mix of outdoor activities and a rich cultural heritage.

by TEXT & PHOTOS: VARSHA SINGH

22 March-April 2025 | India Outbound

India Outbound

VII. TSUSA India Workshop 2026

New Delhi, India

- The Travel South USA India Workshop was held on 23 January 2026 at the Hyatt Regency, New Delhi, to showcase Travel South USA and its partner destinations, including Visit Mississippi, the Kentucky Office of Tourism, and Discover Atlanta.
- The workshop was attended by 55 travel agents from the North Indian market, representing a diverse mix of boutique luxury, FIT, GIT, and MICE-focused agencies, ensuring broad trade representation.
- Feedback from participating agents highlighted strong destination appeal, high-quality presentations, and valuable networking opportunities with destination partners.
- The workshop also generated organic digital visibility, with multiple Instagram posts shared by trade delegates, extending reach beyond on-ground participants.
- Overall, sentiment from the Indian market was highly positive, with clear interest expressed in continued engagement, trade trainings, and future collaborations with Travel South USA and its partner destinations.
- Trade discussions indicated growing demand from Indian travellers for niche and differentiated U.S. experiences, beyond traditional gateway cities.



TSUSA India Workshop 2026 Event Images



TSUSA India Workshop 2026 Media Coverage

Travel South USA engages with Indian trade in New Delhi

Workshop highlights Southern US destinations and market collaboration

By: India Outbound | Published: February 5, 2026 10:31 IST | New Delhi | Trade News



Travel South USA's delegation met with key Indian travel planners in New Delhi to present regional destinations

Southern US tourism bodies, led by Travel South USA, met Indian travel planners in New Delhi to present regional destinations, exchange market insights and strengthen trade partnerships through focussed presentations and

India Outbound

Travel South USA Deepens India Market Focus with New Delhi Trade Workshop

By Devender Grover - February 10, 2026

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Southern US destinations position for wider Indian outbound demand through structured trade engagement

Travel Span

VIII. Elite America Coast to Coast Training

Mumbai, India

- TSUSA was represented at “Elite America Coast to Coast Training” a trade focused in-person training session attended by 30 travel agents hosted by an Indian DMC Sans Incredible in association with the U.S. Commercial Service at the US Consulate in Mumbai.
- Travel South USA presentation was a highlight of the event as it was presented as a new U.S. destination targeted towards repeat travellers and VFR client as well as for the 90+ pre-curated ready itineraries available for trade agents.
- A detailed networking session was carried out with the agencies focused towards TSUSA promotion and product development.

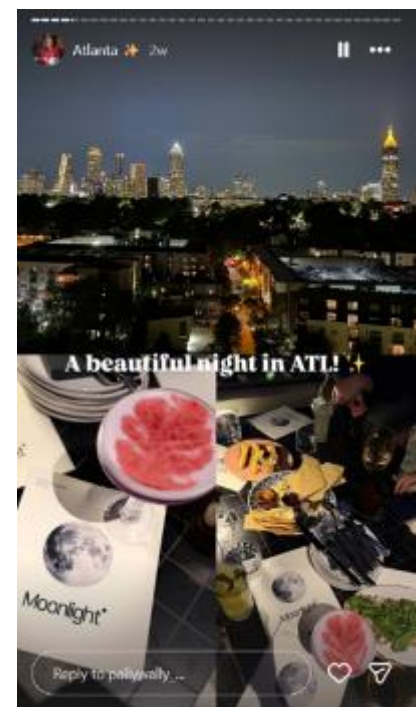
IX. TSUSA Global Media Marketplace 2026

Mobile, Alabama

- The Travel South USA Global Media Marketplace 2026 successfully engaged four prominent consumer media journalists representing leading lifestyle and travel publications.
- The Global Media Marketplace created a valuable platform for journalists to interact directly with tourism representatives from the American South through one-on-one meetings, enabling them to gain deeper insights into the region's diverse tourism offerings and experiences.
- The four participating media representatives were also given opportunities to identify and develop strong, editorially driven story angles for future features and coverage.
- The pre-marketplace FAM trip received highly positive feedback from participants, particularly for the quality of accommodation arrangements and the thoughtfully curated itinerary design.
- Journalists highlighted several compelling content and storytelling opportunities that emerged from their FAM experiences, reflecting strong potential for future media coverage.
- The overall quality of the meetings held during GMM 2026 was rated excellent by the participating media representatives.
- Alabama particularly stood out for its rich culture, historical significance, and unique offbeat appeal, while the host hotel received exceptional appreciation from attendees for its hospitality and overall experience.
- The overall sentiment surrounding the event remained highly positive, with participating journalists expressing strong interest in exploring future collaborations and partnerships.
- The event also achieved strong digital visibility through multiple Instagram posts and stories shared by the participating media representatives, significantly enhancing online engagement and reach.

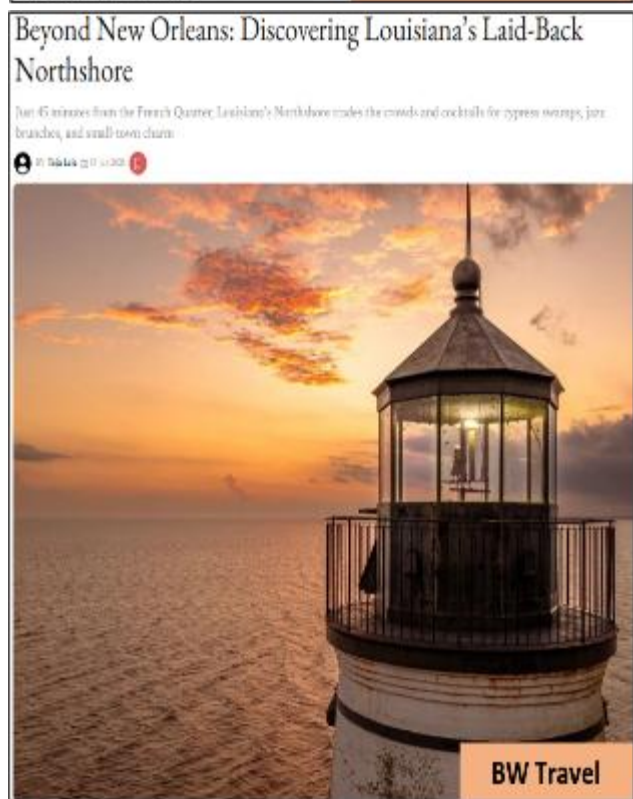
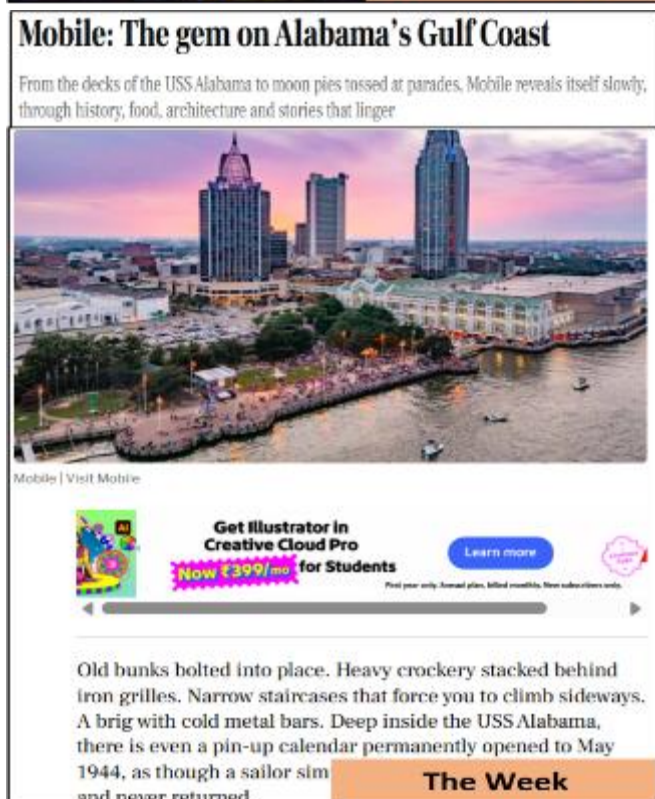
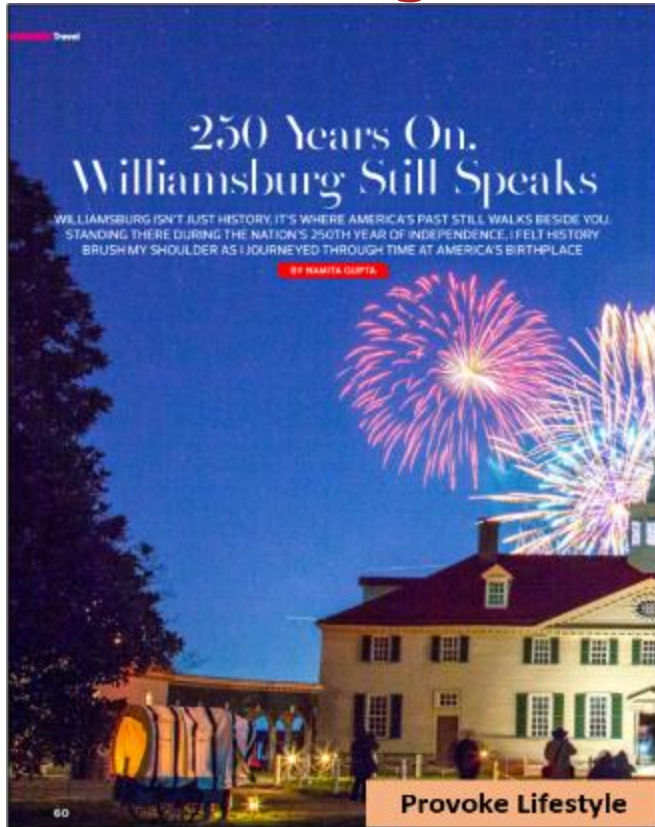
TSUSA Global Media Marketplace 2026 Social Media Coverage

Mobile, Alabama



TSUSA Global Media Marketplace 2026

Media Coverage



X. TSUSA India Webinar Series

Virtual Session

Successfully concluded the **TSUSA India Webinar Series** educating **82 travel agents in India**.

TSUSA India Webinar 1 – North & East Markets

- **Date:** May 27, 2026
- **ROI:** educated and trained **33 travel agents**
- Targeted key Tier 1 and Tier 2 cities across North and East India.

TSUSA India Webinar 2 – West & South Markets

- **Date:** June 10, 2026
- **ROI:** educated and trained **49 travel agents**.
- Targeted key Tier 1 and Tier 2 cities across West and South India.

Both sessions focused on introducing Travel South USA, covering destination highlights, connectivity and routing options, sample itineraries, and sales tools to aid product development and help agents effectively position and sell the destination to their clients.

To encourage engagement, each webinar concluded with a five-question quiz. We awarded a total of 10 prizes, consisting of TSUSA backpacks and USB drives loaded with destination assets. Winners were selected based on the speed and accuracy of their responses.

XI. Social Media

- Built Travel South USA's social presence from the ground up, growing from zero to a consistently active community through an always-on content strategy.
- Generated **6.4M+ combined views across Facebook and Instagram**, significantly expanding awareness of the Southern USA in the India market.
- Created meaningful audience engagement, with 41.7K+ content interactions across platforms.
- Instagram emerged as the growth platform via paid efforts, delivering 4.31M reach, 3.8M views, 38.3K interactions, 1.5K profile visits, and **279 new followers**.
- Facebook played a key role in amplifying awareness, contributing 2.6M views, 3.4K interactions, and 382 page visits.
- Content strategy was validated through performance, with Reels, outdoor experiences, adventure, music, and carousel formats consistently emerging as the strongest drivers of reach and engagement.
- A balanced organic and paid approach successfully delivered the campaign objectives, combining large-scale awareness with steady community growth and audience engagement throughout the year.

THANK YOU