



TRAVEL
SOUTH
USA

THE INTERNATIONAL
GATEWAY TO THE
SOUTHERN USA



Program of Work India

Growth Trajectory

2015–2019 CAGR

4.1%

Spending

4.3%

Visits

2023–2027 PROJECTED CAGR

10%

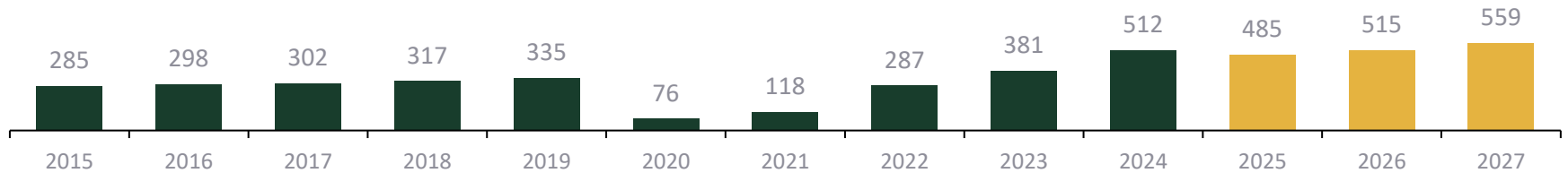
Spending

6%

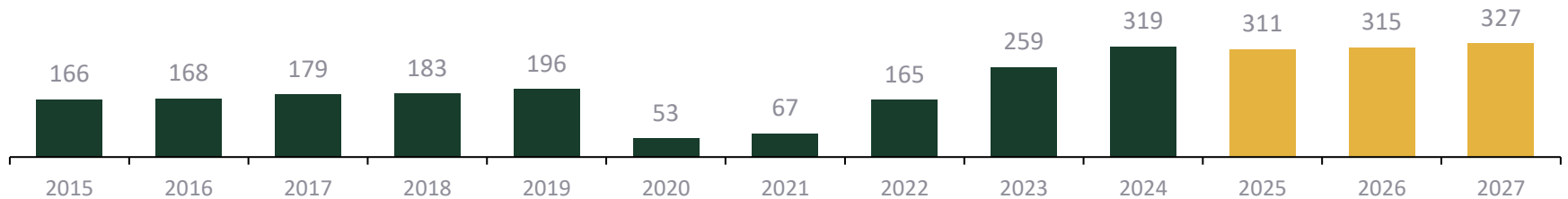
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

India

\$515.1M

2026 TSUSA Spending

+6.3% YOY vs. 2025

315.4K

2026 TSUSA Visitors

+1.5% YOY vs. 2025

\$7.1B

2026 USA Spending

+5.7% YOY vs. 2025

3.3M

2026 USA Visitors

+2.3% YOY vs. 2025

\$484.8M

2025 TSUSA Spending

-5.3% YOY vs. 2024

310.6K

2025 TSUSA Visitors

-2.5% YOY vs. 2024

\$6.8B

2025 USA Spending

-2.9% YOY vs. 2024

3.2M

2025 USA Visitors

-3.7% YOY vs. 2024

Where are we?

High Destination interest:

Predominantly FIT itineraries covering multiple states; cities such as New Orleans and Atlanta also feature in select GIT programs.

Key Destinations:

Strong interest in New Orleans, Lake Charles and Atlanta with growing momentum for Charleston, Birmingham, Montgomery and Jackson.

Target Audience:

Continued focus on repeat travelers, with FIT and VFR as the primary segment.

Consumer outreach:

TSUSA India social channels launched and are growing, with 44 Instagram followers and 45 Facebook followers

Positive Media Response:

59 articles published, 61 Media interactions

Trade Engagement:

136 agents trained since September 2025, 121 trade meetings conducted

Strategic Plan for FY 2026-27

For FY2026-27, the strategy will focus on expanding distribution, strengthening destination awareness and engaging India’s growing repeat U.S. traveler market through trade, media and digital outreach.

TRAVEL TRADE OUTREACH	PR & MEDIA OUTREACH	SOCIAL & CREATOR
Expand distribution and build trade confidence by positioning Travel South USA as a compelling multi-state destination for India's growing repeat U.S. traveler market. Key activity: • Product development and operator meetings • Regional agent webinars and training • Trade newsletters and sales calls • Airline and tour operator partnerships • International Showcase FAM recruitment • Brand USA Travel Week and cooperative campaigns.	Build awareness through digital-first storytelling and sustained media engagement that positions the South for affluent, experience-driven Indian travelers. Key activity: • Digital-first media relations and pitching • Monthly media newsletters • Lifestyle and travel media outreach • Experiential media and trade event • Global Media Marketplace and media FAM • Culinary, culture, outdoors, music and road trip storytelling	Build a stronger consumer presence through consistent social storytelling and paid amplification focused on culturally immersive and experience-led travel. Key activity: • Facebook and Instagram content • Reels and visual storytelling • Paid Meta boosting and dark posts • Culinary, culture, outdoors and seasonal content • High-intent audience targeting • Influencer opportunities supporting digital storytelling

INDIA Market Overview

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings	140
Agent Trainings	150
International Showcase & FAMs participants (9 travel trade + 2 trade media)	11
Travel South Travel Trade Newsletter (September 2026- June 2027)	10
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings per annum	50
No. of Articles Generated annually	60
Estimated Views/Print Readership	TBC
Global Media Marketplace & FAMs	5 consumer media
Travel South USA PR Newsletters (September 2026- June 2027)	10
Experiential Media Event	1
Open rate for Newsletters/leads generated	Average 25%
Social Posts - Owned Channels	
Meta/FB & IS	
# of Posts - (at least 8 per month)	96+
Partner Engagement	
Alabama Highlighted Activation	1
Kentucky Highlighted Activation	1
Louisiana Highlighted Activation	1
Mississippi Highlighted Activation	1
Missouri Highlighted Activation	1
North Carolina Highlighted Activation	1
South Carolina Highlighted Activation	1
Tennessee Highlighted Activation	1
ROTS Highlighted Activation	1

India - 2026

Category	Date	Description	Location
Trade	November 29-December 3, 2026 + Dec 3 - 6, 2026	Travel South International Showcase	Nashville, TN + FAMS
Trade	August 4, 2026	Brand USA Educational Seminar	Pune, India
Trade	September 10, 2026	Brand USA Educational Seminar	Ahmedabad, India
Trade	December, 2026	Travel South USA India Webinar Series	North India Market

India - 2027

Category	Date	Description	Location
Trade	January, 2027	Travel South USA India Webinar Series	South India Market
Trade/Media	January 17-21, 2027	Brand USA Travel Week India 2027	Chennai, India
Trade	February, 2027	Travel South USA India Webinar Series	West India Market
Trade	February, 2027	Travel Trade Co-op	India
Trade/Media	March, 2027	Experiential Trade & Media Event	New Delhi OR Mumbai, India
Media	April 26-29, 2027	Travel South Media Marketplace	Bentonville, AR + Press Trips
Trade	May 2-6, 2027	IPW	New Orleans, LA