

# TRAVEL SOUTH USA

*Discover the Southern Way!*



**A new strategic alliance between Travel South USA and Delta Air Lines positions the premier regional marketing organization with the world's largest global airline and connects qualified international tour operators with southern destinations and suppliers.**

As always, we want to make certain that Southern Travel Industry is the first to know about a new strategic marketing partnership which will enhance our 26 year tradition of Travel South Showcase. We are very pleased to announce a strategic alliance with Delta Air Lines, as a major sponsor for Travel South Showcase in 2009 and 2010. Despite the global economic slowdown, the southern USA is the #1 destination in the USA for both domestic and international travelers; and Delta Air Lines offers more service to more destinations in the twelve state region than any other US carrier. Therefore, we believe there is no time like the present to invite select international tour operators to participate in the upcoming Showcases in Florida and Alabama.

In January, Travel South USA will issue invitations to select international tour operators to participate in the 2009 Showcase in Kissimmee, Florida, and 2010 Showcase in Birmingham, Alabama. Elite International Buyers will have unprecedented opportunity to fly Delta Air Lines and visit our region to experience our famous hospitality. A specialized program has been created exclusively for the I-Buyers featuring presentations by the 12 state tourism offices, selected appointment scheduling, as well as access to all marketplace functions and social networking opportunities. We are confident these new I-Buyers provide growth opportunities for southern destinations and it is our job to connect people to generate tourism revenue for the region.

Hosting Elite International Buyers at a southern marketplace is not new concept, and thanks to the hard work and efforts of three leaders who developed Rhythms of the South in 2002, we are not starting from scratch in organizing this program. The Atlanta CVB, Nashville CVB and New Orleans CVB who developed the Rhythms of the South Regional International Marketplace were involved in discussions to expand and reformat their program based on the needs of the partners involved. The ROS regional alliance will be a strategic partner and involved in the upcoming Showcase programs.

This summer, the Travel South USA Board of Directors along Delta Air Lines began discussions to partner and promote the south to the world. Last month, we completed a very successful sales mission with the Delta/Northwest China staff and we are now ready to launch our next project. In January, the Board will meet with senior staff at Delta and beginning at Showcase 2009 in Florida with ongoing support for Showcase 2010 in Alabama, we will have a limited contingent of international operators experience our premier marketing event – Showcase. We are working on exciting plans for 2011 and beyond.

I invite you to share your thoughts and comments with me at [liz.bittner@TravelSouthUSA.com](mailto:liz.bittner@TravelSouthUSA.com) or call 404-231-1790. Your input is valued. I thank

you for your ongoing support of Travel South USA, and I look forward to seeing you in The SunShine State of Florida in 2009.

My best regards,

Liz Bittner  
Executive Director  
Travel South USA

### **About Delta Air Lines**

With its acquisition of Northwest Airlines, Delta Air Lines is now the world's largest airline. From its hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Salt Lake City and Tokyo-Narita, Delta and its Northwest subsidiary offer service to more than 375 destinations worldwide in 66 countries and serve more than 170 million passengers each year. Delta's marketing alliances allow customers to earn and redeem either SkyMiles or WorldPerks on more than 16,000 daily flights offered by SkyTeam and other partners. Delta and its 75,000 worldwide employees are reshaping the aviation industry as the only U.S. airline to offer a full global network. More information about the new Delta is available online at [news.delta.com](http://news.delta.com).

### **About Travel South USA**

Travel South USA is America's oldest and largest regional travel promotion organization, formed in 1965 by resolution presented at the Southern Governor's Conference by the Southern Travel Directors Council. As the Official Destination Regional Marketing Organization for the South, its mission is to promote, foster and encourage travel to and within the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. For more information, visit [www.TravelSouthUSA.com](http://www.TravelSouthUSA.com) for consumer information and for travel industry information, [www.TravelSouthUSA.org](http://www.TravelSouthUSA.org)