

# TRAVEL SOUTH USA

*Discover the Southern Way!*



**FOR IMMEDIATE RELEASE**

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## **New Trip Planning Tool available for Discovering the Flavours of the South**

**ATLANTA (November 29, 2007)- Travel South USA, the official destination marketing organization of the south**, has launched a new regional interactive map featuring the twelve southern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

The map is a dynamic new trip planning tool for consumers and travel industry professionals planning multi-state vacations and is now available via a link on [www.TravelSouthUSA.com](http://www.TravelSouthUSA.com) and [www.TravelSouthFlavours.com](http://www.TravelSouthFlavours.com). Consumers can toggle and click to locate the Official State Welcome Centers, *PLUS*, hundreds of attractions and points of interest found in the 610,717 square miles comprising the southern USA.

“Research confirms what consumers and travel professionals always tell us, that maps are extremely important,” remarked Commissioner Susan Whitaker, Tennessee Department of Tourist Development and Travel South USA Chair. “The map and distance sections on the website continue to be the most popular pages as search engines recognize strong content.”

Regional maps complement the marketing strategies of each state, allowing visitors to clearly see the proximity of the south’s’ most popular destinations. From the Panhandle of Florida, crossing the Gulf Coast regions of Alabama, Mississippi and Louisiana, following Civil War trails in Virginia, West Virginia, North Carolina, South Carolina and Georgia, or traveling the triad of Arkansas, Tennessee to Bourbon Country Kentucky, once you visualize how close certain areas are, you can easily plan your trip accordingly. This is particularly true for international visitors, who travel great distances. Regional maps are the best trip planning tool to inspire consumers to spend just another couple of hours visiting the next attraction in the next town!

In conjunction to the online version, 100,000 printed maps will be distributed at Canadian consumer promotions, trade shows across the world and at Travel South Showcase. The back of the map features Travel South Culinary Ambassadors and entices the reader to Discover the Flavours of the South at [www.TravelSouthFlavours.com](http://www.TravelSouthFlavours.com).

The Map Network, (Arlington, Virginia) is an industry leader and serves as the Official Map of over 60 Convention and Visitor Bureaus (CVBs), hundreds of tradeshow and special events which is why TSUSA engaged them for our production. The Map Network has been recognized by such leading industry associations as Destination Marketing Association International (DMAI), International Association of Exhibition Managers (IAEM), American Society of

Association Executives (ASAE), Meeting Professionals International (MPI) and the Professional Conference Managers Association (PCMA).

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 Regional Destination 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 consumers and [www.TravelSouthUSA.org](http://www.TravelSouthUSA.org) for travel trade programs.

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