

# TRAVEL SOUTH USA

*Discover the Southern Way!*



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## **REGISTRATION OPENS FOR 24<sup>TH</sup> ANNUAL TRAVEL SOUTH USA SHOWCASE 2006 IN RICHMOND, VIRGINIA**

**(ATLANTA)...**Registration is now open for the 24<sup>th</sup> annual Travel South USA SHOWCASE 2006 to be held February 18 – 22 in Richmond Virginia. To register, southern tourism suppliers and travel buyers who feature tours into the southern states should go to [www.travelsouthusa.org](http://www.travelsouthusa.org).

New features at this year's Travel South SHOWCASE include tighter buyer vs. supplier ratios; an improved registration website containing concise registration information and a Frequently Asked Questions Section; Idea Swap sessions and more networking opportunities.

As in years past, the marketplace will be preceded by FAM tours for travel buyers of the host state of Virginia. This year's tours take in breathtaking scenery, historic highlights from the birth of our nation, contemporary history and even a glimpse of aviation technology.

On the opening weekend of the conference all delegates will have an opportunity to take advantage of tours of the Historic Richmond Region. These will include shopping excursions, pace car rides at the Richmond International Speedway, and historic tours of notable sites in US history.

Business begins on Monday with two days of marketplace where Travel Buyers will have an opportunity to meet with the cream of the crop of southern tourism suppliers for the purpose of planning future tour itineraries.

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**2-2-2 REGISTRATION OPENS FOR**  
**24<sup>TH</sup> ANNUAL TRAVEL SOUTH USA SHOWCASE 2006**  
**IN RICHMOND, VIRGINIA**

For the past two years the Travel South Board has been dedicated to making changes in order to position SHOWCASE as the premier marketplace for travel commerce. "We continue to make improvements to the SHOWCASE program that we believe will create the optimum business environment for all show delegates while retaining the intimate, hospitable and entertaining qualities the marketplace is known for," said Alisa Bailey, President and CEO of Virginia Tourism Corporation and chairman of the Travel South USA SHOWCASE Committee. Last year's SHOWCASE was the most successful in recent history with over 700 registered delegates, illustrating positive growth in the southern travel industry.

Travel South USA is America's oldest and largest regional travel promotion organization. The non-profit organization promotes travel to and within its 12 member states of Alabama Arkansas, Florida, Georgia, Kentucky Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

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