

TRAVEL SOUTH USA

Discover the Southern Way!



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TRAVEL SOUTH USA HOSTS CAA LUNCHEON IN TORONTO

Over 350 travel counselors and agents received a taste of the lowcountry as Chef Clayton Sherrod served up his famous dish of Shrimp N' Grits

(Atlanta) On Sunday, March 25, 2007, Travel South USA hosted a luncheon at Toronto's Westin Harbor Castle for the [Canadian Automobile Association](#)'s annual Product Day Conference. Accompanying Travel South was celebrity [Chef Clayton Sherrod](#), from Birmingham, Alabama. While entertaining the crowd of over 350 travel counselors and agents with his stories and jokes, he taught all attending how to cook up his famous Shrimp N' Grits recipe-complete with a taste test. Afterwards, the audience was given the chance to ask questions about everything from how to cook collards to the difference between vinegar and mustard based Southern barbeque. On each of the guests' tables was a "taste of the South" including food items sent from all 12 states such as cheese straws, ham slices, cookies and much more. Also distributed was the new Travel South recipe book with recipes and facts about each of the member states. These books were a huge hit-we brought 400 with us and still had the group asking for more!

Overall, the program was a great outreach opportunity to the CAA group, allowing us to share southern hospitality and focus on the 54,000 trip ticks to our 12 states and the millions of dollars of revenue they brought to Southern destinations and attractions over the past year. Since the luncheon we've received a lot of positive feedback as well as a note from the COO of CAA complementing the program.

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