

TRAVEL SOUTH USA

Discover the Southern Way!



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TRAVEL SOUTH USA COMPLETES **“ULTIMATE ADVERTISING CHALLENGE”**

Half million dollars spent to promote travel to the South

ATLANTA (Oct. 30, 2006) – Travel South USA announces the results of its “Ultimate Advertising Challenge,” an inaugural program designed to increase advertising dollars spent to promote southern travel.

In one day, Travel South USA and its 12 member states spent a half million dollars on advertising, set to run in spring 2007. Online and Print advertising will be seen in Southern Living, Budget Travel and Reasons to Go by Custom Marketing Group, which will be seen in Travel & Leisure, National Geographic Traveler, American Legacy, and Odyssey Couleur magazines.

“We are extremely pleased with the outcome from the Ultimate Challenge,” said Bud Nocera, Chairman, Travel South USA and President & CEO, VISIT FLORIDA. Our goal was to showcase innovative and cost effective advertising opportunities that develop continuity for promotional efforts throughout the South. We believe this is the first of many more innovative programs to come.”

Travel South USA received proposals from 43 media companies from around the United States and Canada for online and print ad campaign promoting travel to the South. In turn, each of Travel South’s member states set aside \$50,000 to participate in a campaign. The organization narrowed the field of participants down to eight media companies, and the finalists presented their campaigns to representatives from each member state in October. Member states chose campaigns they would like to implement from the eight finalists.

About Travel South USA

Travel South USA is America’s oldest and largest regional travel promotion organization. The non-profit company promotes travel to, and within, its member states and is funded by the tourism offices of those states including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

For more information on Travel South USA or the Travel South SHOWCASE marketplace, visit www.TravelSouthUSA.org. For tourism information throughout the TSUSA region visit www.TravelSouthUSA.com.