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Date: February 14, 2005

For Immediate Release

**TRAVEL SOUTH USA LAUNCHES
MARKETING INITIATIVE IN CANADA**
**Two Year Plan Will Include Internet,
Print, Promotion and Public Relations**

(Atlanta)...Travel South USA announced today a new marketing initiative reaching out to Canadian travelers in an effort to bring more visitors to the South. The new campaign will include development of a new website, print inserts, a Sales Mission and Public Relations and is expected to result in an investment of up to \$500,000 over two years.

“We know that Canada is the number one international market for the US,” said Lynn Minges, Chairman of Travel South USA, and Executive Director of the North Carolina Division of Tourism, Film and Sports Development. “According to TIA, in 2002, the United States welcomed an estimated 12,968,000 tourism visitors from Canada and that number is expected to rise 15% by 2007. We want to insure that the southern states get their fair share of those visitors,” Minges said.

A New Look

The first step in launching a new marketing campaign for Travel South USA was the development of new branding. As a regional marketing organization, the goal is to complement what the individual states are doing and to promote all 12 states over any individual destination. Travel South USA has developed a new logo that communicates the energy and excitement, warmth and hospitality of the region and includes a call to action tagline “Discover the Southern Way”.



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Internet Marketing

The new marketing campaign includes the development of a consumer website which may be accessed at either www.travelsouthusa.ca or www.travelsouthusa.com. The site will feature stunning photography of the region, narrative about the south's diverse travel offerings and a place where tour operators may promote specific southern travel packages. "In a focus group study of Canadian travelers we learned that they are interested in fly-drive vacations and are intrigued by the stereotypical southern people and scenery," said Alisa Bailey, Chair of the Travel South USA marketing task force and President and CEO of Virginia Tourism Corporation.

Print Fulfillment

One tool Travel South USA will use to promote the region and generate awareness of the new website is print inserts in Canadian consumer publications including the Toronto Star, The Globe and Mail and the Ottawa Citizen as well as Canadian Automobile Association (CAA) magazines. These inserts will hit the streets in the Fall.

Sales Mission

On the heels of the print insert, the company plans to enlist partners from the private sector, including southern attractions and destinations, to undertake a Sales Mission and Promotions week in the Toronto market also in the Fall of '05. The week will include sales calls on travel industry partners as well as media outlets and freelance journalists.

Public Relations

Additionally, Travel South USA plans to increase its efforts to work with travel writers and journalists to generate greater awareness of southern hospitality and the variety of destinations and products available to Canadian travelers who want to "Discover the Southern Way".

Travel South USA is America's oldest and largest regional travel promotion organization. The non-profit organization promotes travel to and within its member states and is funded by the tourism offices of the member states.

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