Key Opinion Leaders

One of our key international partners, East West Marketing, is formulating a co-op marketing agreement with DiDi –China's "Uber." It is the largest vehicle network operator on the planet with more than 300 million users.

Through DiDi, Key Opinion Leaders (KOL aka influencers) have been invited to tour cities and states throughout the South March 5 - 12. Last year three influencers visited our towns; this year we host six who will soak in sights, sounds and tastes of Tennessee, Alabama and Louisiana.

With more than one million social media followers in China - through Weibo, WeChat and personal Facebook accounts - these travel professionals will send pictures, texts and advice to prompt increased awareness to the sites they take in.

We anticipate these visits will generate significant media value and attention with the Chinese public.
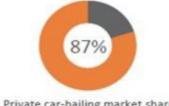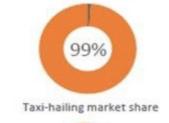
DiDi PROFILE

300+ Million Passengers	**1.43 Billion** Rides completed in 2015
15+ Million Registered Drivers	**16+ Million** Rides completed per day

ACROSS MORE THAN **400 CITIES** IN CHINA

99% Taxi-hailing market share

87% Private car-hailing market share

Active America China

Travel South USA and delegates from its member states will meet with Chinese travel industry member to increase visitation to the southern United States at Active America China.

Travel South USA will host the final night festivities in Atlanta (March 27) in a southern mansion with a Chinese twist. This East meets South event spotlights Southern & Asian food, beverages and entertainment. Specialty drinks and music provided by Rhythms of the South – Atlanta, Nashville and New Orleans – will be a distinct highlight.

For more information on Active America China, visit http://www.activeamericachina.net/.

World Travel Market Latin America

World Travel Martket Latin America has been very productive for Travel South in spreading the word about Southern destinations to Latin American operators and agents. We plan to have a significant presence at this year's marketplace April 3 – 5 in Sao Paulo.

To view more of our international events please visit our Event Page here.