



## The Aussies and Kiwis are coming!

### *Broadening partnerships down-under*

Meanwhile, David Kemp attended Visit USA Expos in three cities – Brisbane, Sydney and Melbourne meeting more than 100 agents as well as holding a B2B session with 30 tour operators and journalists. They were full of questions and hungry for information to give to their clients.

It doesn't get much better than having THE major morning TV show in Australia and New Zealand broadcasting LIVE from New Orleans, Nashville and Atlanta during vacation planning season. Sunrise - the "Today Show" of Australia - gave millions of viewers a look at these three cities on April 7 having lots of fun. [Take a look at our YouTube Channel to view the cutaways](#). The programming also had specific promotions from Flight Centre – the largest travel agent/wholesaler in the country. This Brand USA-led week-long program is sure to capture more customers, staying longer and spending money in our region.

Qantas Holidays – Experience the USA Your Way will be featuring the Travel South USA region from April 28 to May 15 in a promotional program including self-drive and touring programs. The program has trade and consumer advertising, and social media along with printed and digital flyers for in-store use.

Reaching the consumer to inspire them to take their USA holiday in the South is a key priority this year. Many state and city partners in the region are participating in the Brand USA Australia Multi-Channel.

Last but not least for this fiscal year, 27 delegates from the around the south journey down-under to a TSUSA Sales Mission in Auckland, NZ, Brisbane and Sydney Australia, June 19-23, 2017. We will meet with key wholesalers and journalists sharing the stories of Bourbon, Blues and BBQ. Rhythms of the South sponsors the educational/entertainment portion of the program and the Memphis CVB will be sponsoring a pit-master chef during the B2B session.

Australia and New Zealand continue to outpace expectations as they discover how much there is to see and do in the South.

