



Domestic Showcase

An unmitigated success

Many attendees asked for more information about our Missouri entertainers, so we have put together the attached sheet for your use. [Click here to download the list.](#)

Highlights from attendee surveys:

- We had great attendance for the first time in Missouri: 603 total registered delegates, 145 tour operators and journalists with more than 250 supplier and travel service providers companies doing business
- 2017 Travel South Showcase scored a 4.7 out of 5.0 in terms of satisfaction
- For the first time, journalist delegates gave the show a perfect overall ranking – a 5.0 out of 5! Way to go PR teams!
- TSUSA had new buyers: 38% of buyer attendees were either new to Travel South Showcase or hadn't attended in the past three years
- Almost 14,000 appointments were scheduled
- Exceptional ratings for both the quality and quantity of appointments: 4.59 and 4.56 (out of 5) respectively from Buyers
- 91% of Buyers mentioned they would likely include an attraction or destination they visited on a city tour in future programs.
- 100% of Buyers that participated in a pre or post-FAM said they would likely incorporate one or more of the destinations or attractions in a tour within the next 18 months
- Based on industry standard formulas, the event value in direct and indirect spend is close to \$1 million dollars in economic impact



Take a stroll down memory lane, [reliving the best moments of Showcase.](#)

Feel free to download images that you like. (password: SHOWCASE17)

What's Next?

Lucky Number 8 - come on down to the Mississippi Gulf Coast for Domestic Showcase 2018 from March 18 – 21, 2018 in Biloxi. Much has changed since 2008 when we last enjoyed the sunshine, music and seafood of the Coast. Registration will open Sept. 1.

