

TSUSA Around the Globe

Keeping our region "always on" is a top priority for the TSUSA Global Team. In September, Travel South completed a weeklong series of webinars for our Global Partner states, ensuring our readiness to share our region with the world.

Travel South has an amazing team of Global Partners in-country consultants; please take some time to introduce yourself to them during International Showcase next month.

Sellin' the South:

• Sales calls in Oslo, Osby, Stockholm and Copenhagen - GPP Nordic Union program of work David Kemp and Peter Hannaford, our Nordic rep, traveled to Norway, Sweden and Denmark Aug. 20 – 24. During their time in the Nordic Union, they meet with many top operators, among them Swanson's Travel and FDM Travel.



• Tour Operator Trainings in Sao Paulo – GPP Brazil program of work. Allen Colen with River Global met with operators from across Brazil to tailor high-end itineraries, new products and customized trips for Brazilians to experience in the South.

• Sales calls and trainings in Hangzhou, Shanghai and Beijing – GPP China. Liz Bittner attended the 4th Annual US China Tourism Leadership Summit in Hangzhou after meetings with Delta and Ctrip, one of the largest online travel agency's in the world.

• Trade Workshop Del-tour, Belgium - GPP Benelux market. Oct. 18.

Our global representatives are attending many trade events over the next several weeks including:

IFTM Top Resa Trade	September 25-28, Paris France
Visit USA America Day B2B Workshop	September 22, Reggio Emila, Italy
Discover America Sweden Workshops	September 20, Malmo, Sweden
Visit USA Road Show	October 2-4, Zwolle, Amsterdam and Den Bosch
Visiteurs Tour Operator B2B Road Shows	October 4 in Bordeaux, France and October 11 in Niche, France



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Trade/Journalist Upcoming FAMs:

• American Airlines, Brazil Top Client FAM – TN, KY

• Delta Air Lines, Chinese Client FAM - GA, KY

• Italian Journalist covering U.S. Civil Rights Trail - AR, TN, AL, GA, SC & NC

• Brazilian Journalist covering U.S. Civil Rights Trail - LA, MS, TN & AL

• Australian Journalists, Brand USA FAM – AR, MO, Oct. 27 – 31.

TSUSA/Partners will be in-country attending:

• Visit USA Road Show - Lille, Strasbourg and Paris, France

• World Travel Market - London

• Festuris Gramado Trade Show - Brazil

International Showcase
In November and December, in addition to the more than 125 tour operators at Showcase, we will host nine (9) separate FAMs in AL, GA, KY, MS & TN

Global Partner Program
The Global Partner Program is a shared advertising, marketing and sales program serving the need to grow and extend our global messaging into countries that state tourism offices would otherwise not have the resources to invest in alone. In a pay-to-play model, participating states utilize collective funds that are used to contract in-country representatives that provide year-round promotional efforts, execute marketing campaigns, aggressively seek earned media and work closely with on-going Brand USA efforts.

