



International Committee Meeting at IPW

While in Denver for IPW, Travel South will be hosting an International Committee meeting. More than 60 representatives from state tourism offices will convene, discussing collaborative marketing initiatives and global strategic plans for fiscal year 2018/2019. This committee sets the policies and pathways to expand the South's reach into the global inbound market.

To be included on the agenda:

- Tourism Economics' international dashboard and forecasts for southern states and the region
- Brand USA / Miles Global Campaign Metrics and return on investment
- International Showcase and Super FAMs scheduled for 2018
- Global marketing plans for Australia, Benelux, Brazil, China, France, Italy and the Nordic countries
- New social media programs with Sparkloft