



New TSUSA Chair

This August Kristen Branscum assumes the Chairmanship of the Travel South USA

Kristen Branscum
Commissioner, Kentucky
Dept. of Tourism &
Chair of the Board



Board of Directors. Kristen has been an active member of the Board since 2016 when she was appointed commissioner of the Kentucky Department of Tourism. In addition to the TSUSA Board, she currently sits on U.S. Travel Association's National Council of State Travel Directors. Her roots in the South run deep as she is a graduate of Auburn University and University of Kentucky. We certainly look forward to working with her over the next year!

During her time as Travel South's Chair (2018 – 2019), Kristin Branscum will place continued emphasis on:

"Earned media: As marketing dollars and overall budgets ebb and flow, earned media is an area where every destination can increase exposure and recognition to domestic and international travelers. While states interface with the media currently through Domestic and International Showcases, a revamping of both to include more opportunities for thoughtful interaction to tell our stories will be addressed. There is no shortage of places, attractions and people in the South to pitch to journalists and now we will have a better stage in which to increase our earned media impact."

"Research: It has to be the foundation of our decision making for marketing and positioning in the global tourism market-place. Travel South will invest in both domestic and international research to provide the baseline visitation information, while exploring avenues that provide real-time market intelligence."

"Travel South's Global Partner Program: GPP now has participation from all Travel South states. Now we must move into the next phase of GPP where we use our combined leverage to grow the program and our international bandwidth as a region. We will develop short-term and long-term plans to address how we as individual states must plan and interact with Travel South country-specific plans for optimal results."

[>Learn more about Kristen Branscum](#)