



## Global Partner Program

Do you know about the Global Partner Program? Travel South recently hit a milestone with this innovative program as all of our represented states joined this growing endeavor. GPP 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.

Created in 2015, this international outreach driver builds awareness of the South's tourism product in several overseas markets such as Australia, Benelux, Brazil, China, France, Italy and Scandinavia/Nordic Union.

It targets trade and media, as well as some consumer outreach and Brand USA co-op programs. States that participate receive marketing tactics for social media, media outreach, working with the Brand USA Inspiration Guide and more.

Over the past year Travel South has seen a collective international investment increase of 50% from member states in this program, demonstrating the region's commitment towards growing inbound international visitation.

One state that has recently boosted their involvement in the international market is Kentucky. The Commonwealth has invested heavily in all of the GPP countries. They are now represented in all seven represented countries and are included in sales calls, assistance with tour operators and as well as year-around promotional efforts.

>Learn more: <http://industry.travelsouthusa.com/global-partner-program>