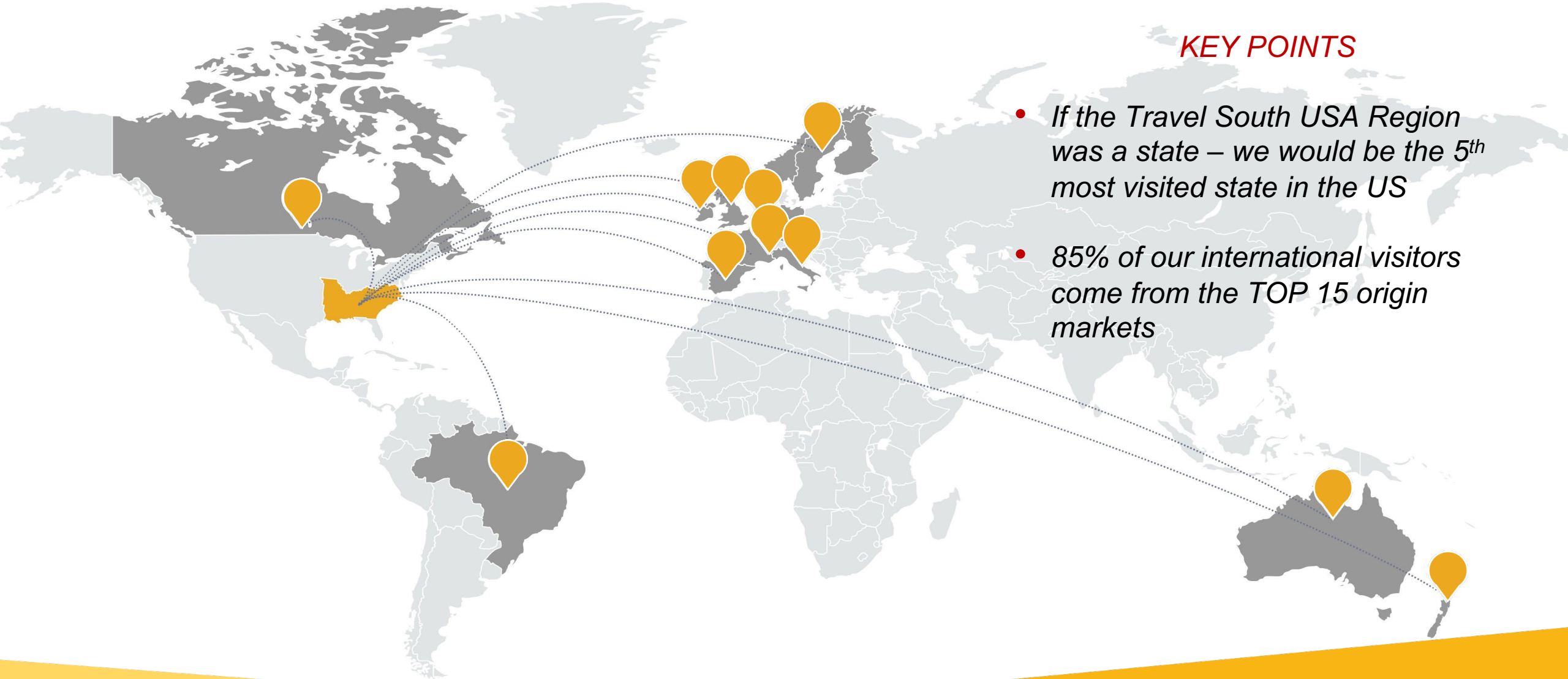


# ALABAMA

TRAVEL  
SOUTH  
USA

Think Global  
Act Local



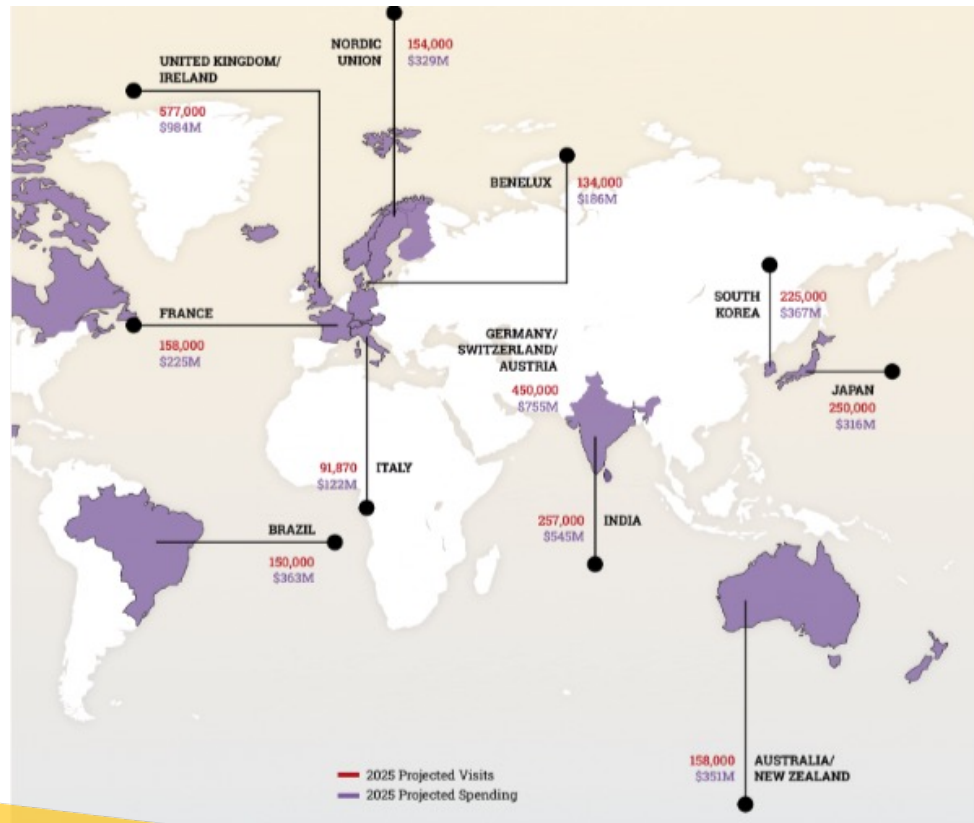
## KEY POINTS

- *If the Travel South USA Region was a state – we would be the 5<sup>th</sup> most visited state in the US*
- *85% of our international visitors come from the TOP 15 origin markets*

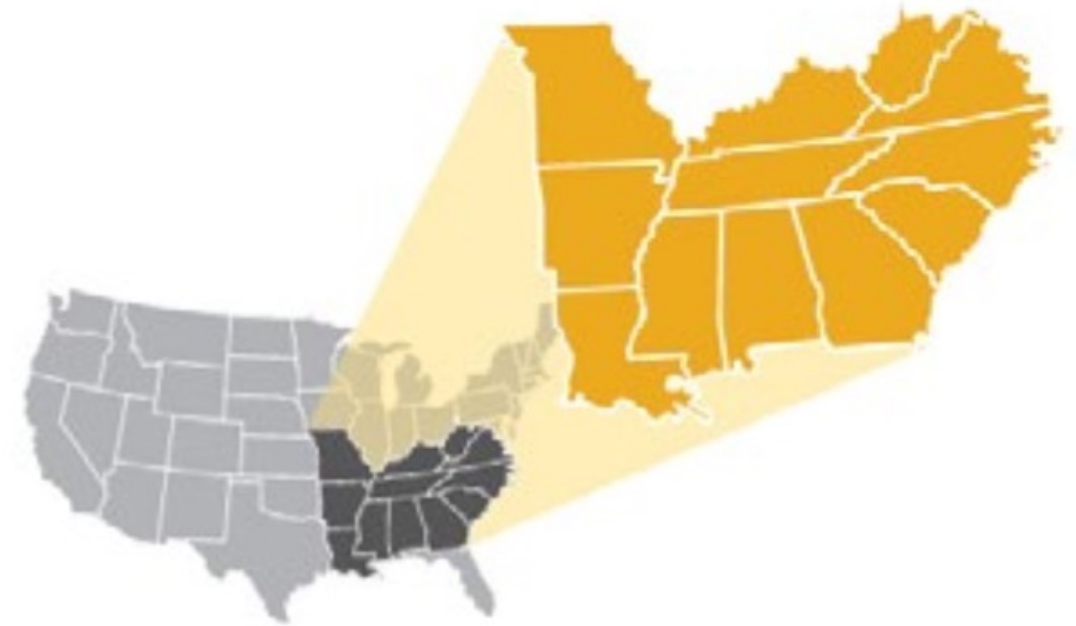
*In today's globalized economy, businesses of all sizes are faced with the challenge of balancing global ambitions with local realities. On the one hand, businesses need to think globally in order to stay competitive and take advantage of new markets and opportunities. On the other hand, businesses also need to act locally in order to connect with customers, adapt to local cultures and regulations, and build strong relationships with local stakeholders. The solution to this challenge is the philosophy of "think global, act local", which has become a key to success in today's business environment.*

# Deeper Dive

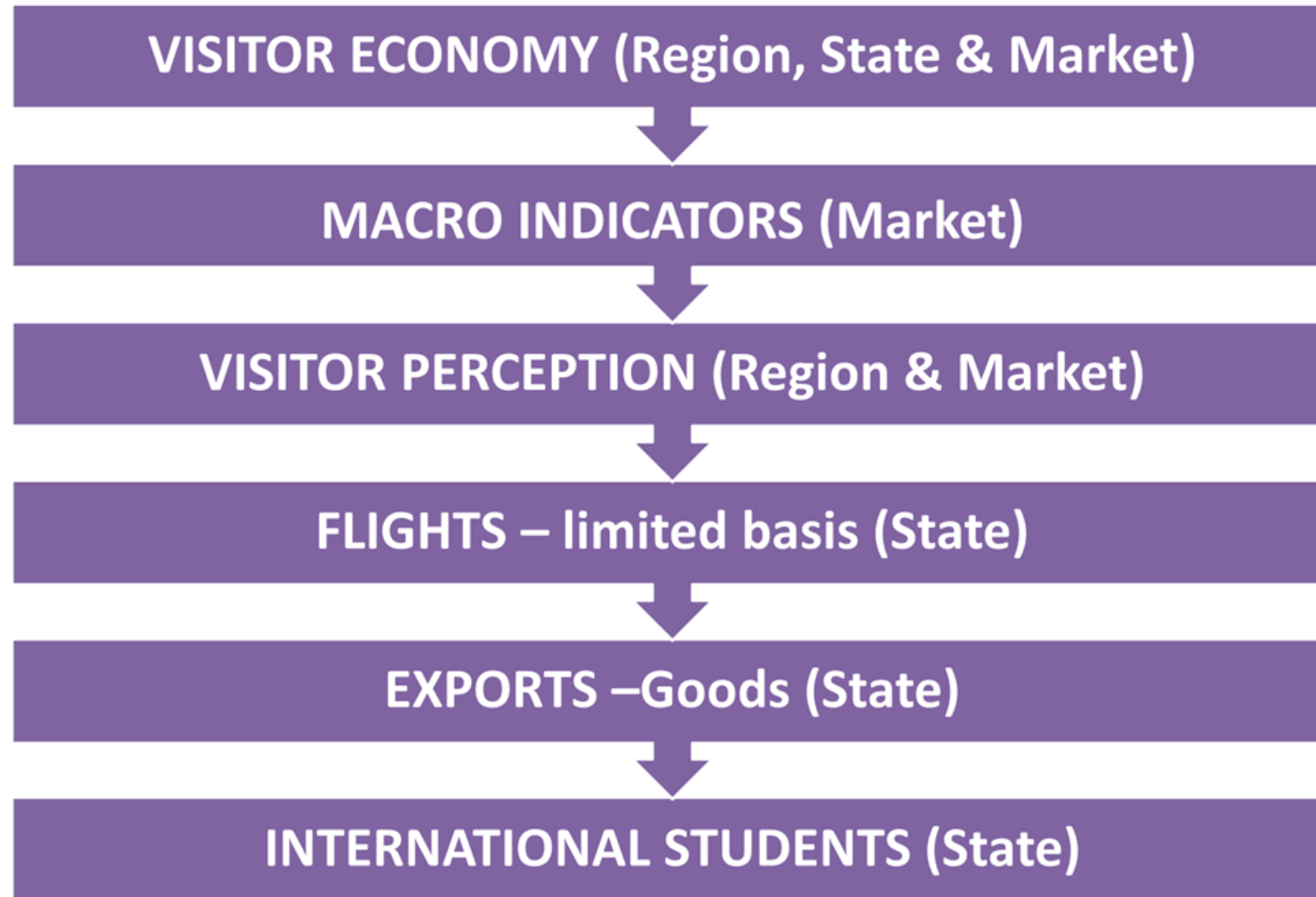
## Market Profiles



## State Profiles

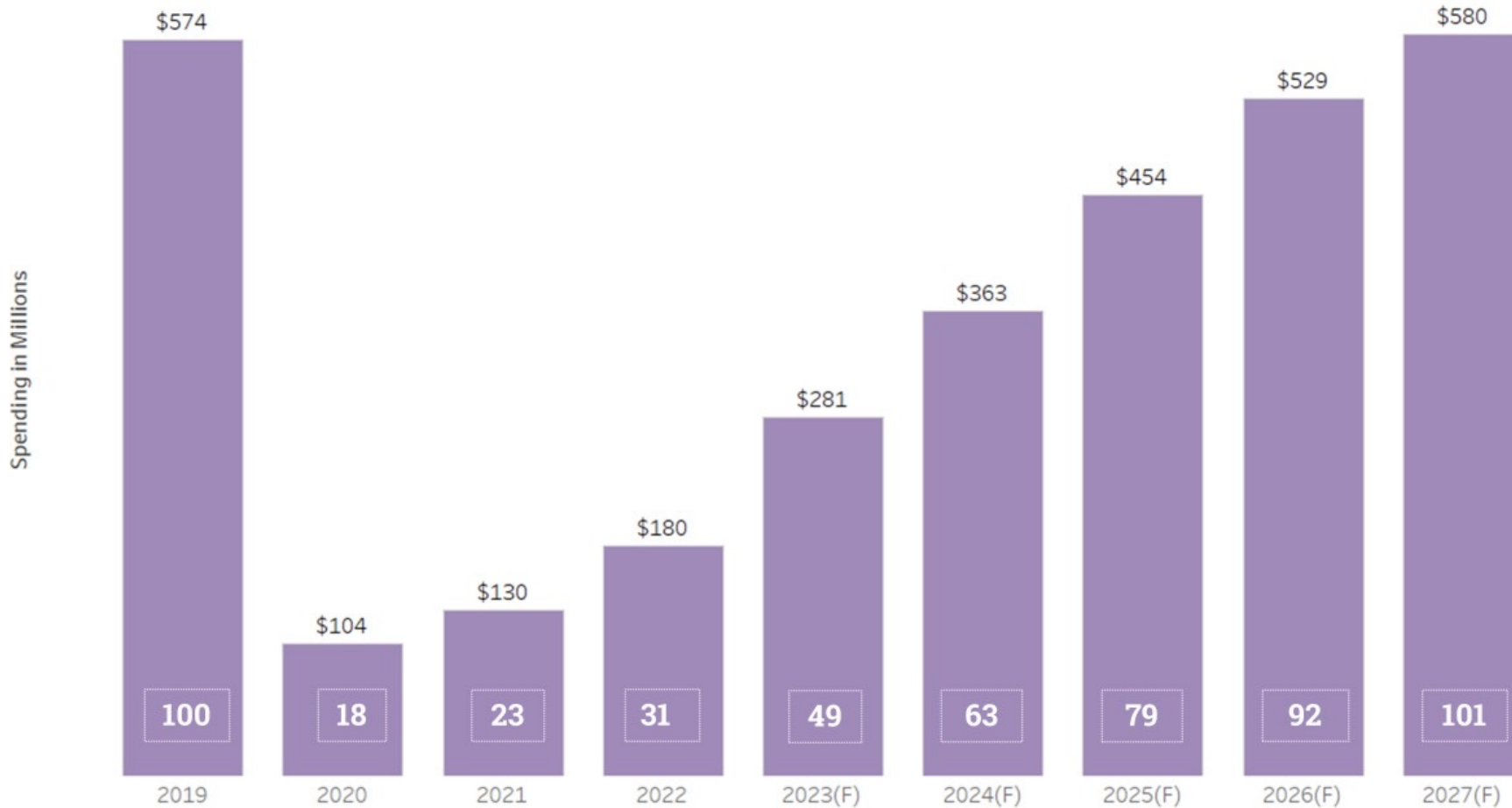


# Deeper Dive



# ALABAMA

Visitor Spending Forecast & Pre-pandemic Recovery Index (2019=100)



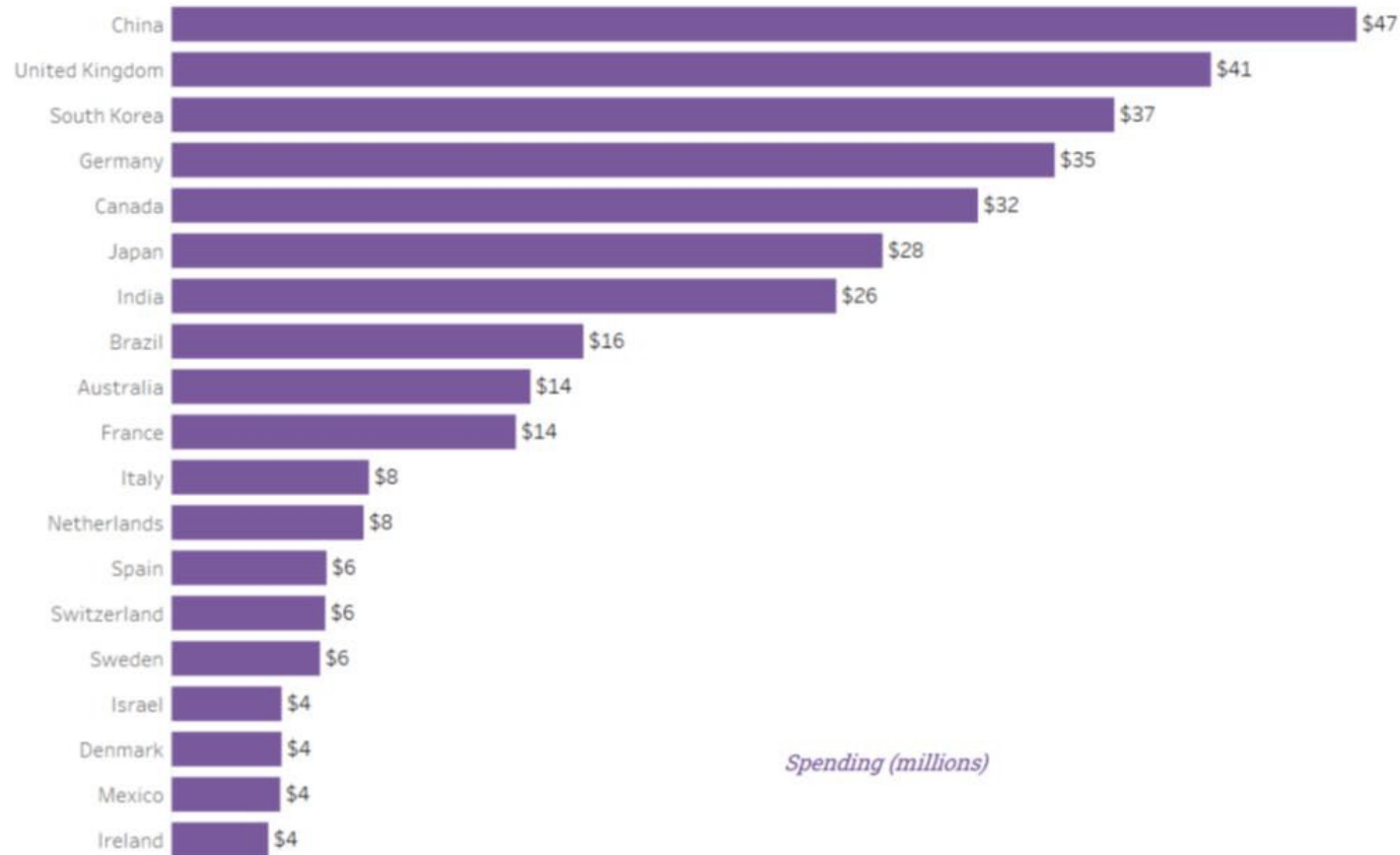
The 2019 data, standardized with the base year set to 100 (2019=100), ensures uniform comparability across visitor spending by providing a consistent reference point to the pre-pandemic period.

Source: Tourism Economics (20

# ALABAMA



## 2025 Forecast: Visitor Spending by Market



*Spending (millions)*

Source: Tourism Economics

# ALABAMA

## EXPORTERS

2,962

Alabama companies exported goods in  
2021

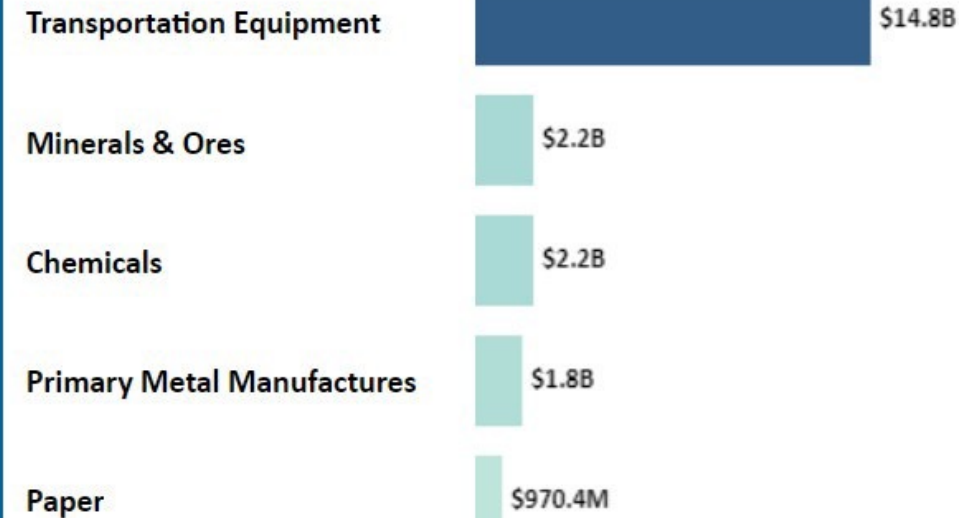
79%

of them were small- and medium-sized  
enterprises (SMEs)\*

\* SMEs are businesses that employ fewer than 500 employees.

## TOP TRADE SECTORS

### Alabama Top Goods Export Sectors in 2023





# ALABAMA

## INTERNATIONAL STUDENTS, 2022/23



**9,022**

International Students



**28**

Rank in the United States\*



**10.9**

% Change from  
Previous Year



**\$305,294,207**

Estimated International  
Student Expenditure\*\*

## LEADING PLACES OF ORIGIN

Place of Origin	% Total
India	<b>28.5</b>
China	<b>19.1</b>
Bangladesh	<b>4.8</b>
Nigeria	<b>4.5</b>
South Korea	<b>3.0</b>

## LEADING INSTITUTIONS

Institution	Total
Auburn University - Auburn	<b>1,953</b>
University of Alabama - Birmingham	<b>1,750</b>
University of Alabama - Tuscaloosa	<b>1,293</b>
University of North Alabama	<b>970</b>
Auburn University - Montgomery	<b>826</b>

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# Market Profiles

TRAVEL SOUTH'S TOP  
MARKETS

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# Likely to Visit Travel South in the Next Five Years

<b>India</b>	<b>82.9%</b>
<b>China</b>	<b>70.9%</b>
<b>France</b>	<b>66.9%</b>
<b>Brazil</b>	<b>60.8%</b>
<b>Mexico</b>	<b>56.8%</b>
<b>Colombia</b>	<b>55.8%</b>
<b>Italy</b>	<b>53.9%</b>
<b>United Kingdom</b>	<b>53.8%</b>
<b>Australia</b>	<b>53.3%</b>
<b>Germany</b>	<b>52.3%</b>
<b>Canada</b>	<b>49.5%</b>
<b>Spain</b>	<b>47.0%</b>
<b>Argentina</b>	<b>46.8%</b>
<b>Netherlands</b>	<b>45.9%</b>
<b>South Korea</b>	<b>39.5%</b>
<b>Japan</b>	<b>38.4%</b>

TRAVEL SOUTH USA

[www.TravelSouthUSA.com](http://www.TravelSouthUSA.com)



# FY 2025 GLOBAL PLAN

ACCELERATE - CREATE -  
EXECUTE - FOCUS -  
PRIORITIZE

# INITIATIVES

## 1. Accelerate

our Insights, Analysis, and Strategic planning with Research.

- Optimizing intel from Tourism Economics, Future Partners, Brand USA, Global Partners, and sales channel tracking.
- The Deeper Dive Reports are just the beginning. We are laser-focused on improving our marketing spend to reach the right audiences at the right time in their purchase journey.

# INITIATIVES

## 2. Create

custom campaigns in key global markets with digitally curated audience development strategies and managed media programming through Brand USA and selected partnerships.

- By collectively focusing on singular campaigns in each market, the Travel South Region can leverage Brand USA resources more effectively and drive meaningful results. We can accomplish more together versus separate disparate campaigns.
- Curating offers that allow DMO partners to have incremental opportunities to further amplify reach and engagement in each market based on their objectives and budgets.
- Engage our private sector business and tour operator partners to participate in Tourism Exchange.

# INITIATIVES

## 3. Execute

in-market activations that provide best-in-class marketing, content programming and consumer outreach.

- Consumer takeover events, trade and media sales missions, trade shows, and training workshops on five continents: Asia, Europe, North America, Oceania, South America.
- The calendar includes a litany of direct sales efforts primarily executed by our talented team of Global Partners.
- Planning/execution cost per campaign or actions – shared expenses for states and DMOs allow for a wider net of actions and effective ROI.
- States can leverage the infrastructure to do out-of-scope projects to elevate their destinations and take advantage of specific events.

# INITIATIVES



## 4. Focus

on our signature programs – Travel South International Showcase & FAMs and Travel South Global Week- Media Marketplace & FAMs.

- Travel South International Showcase 2024 – Atlanta, Georgia (November 30-Dec 4, 2024)
- Travel South Global Week 2025 – Louisville, Kentucky (March 31-April 3, 2025)
- Travel South International Showcase 2025 – Kansas City, Missouri (November 30-December 4, 2025)



# INITIATIVES

## 5. Prioritize

Communications and Managed Media activities.

- Refresh assets to continue to build out a best-in-class asset library.
- Deploy 50,000+ monthly e-newsletters to trade & media.
- Owned social media channels (Facebook & Instagram) Global Pages reaching 100M impressions and 10M engagements.
- Earned media tracking with Coveragebook.

# Think Global Act Local

## SUPPLIERS

Connect your business and take the smart approach to driving bookings.



## DISTRIBUTORS

Streamline your product development and reach previously inaccessible suppliers.



DESTINATION  
Drive real value for partners and gain critical insights for destination management.



## BOOKING SYSTEMS

Connect your system and provide clients a wide range of distribution channels.





# Making Alabama Bookable: Tourism Exchange USA

## Mission

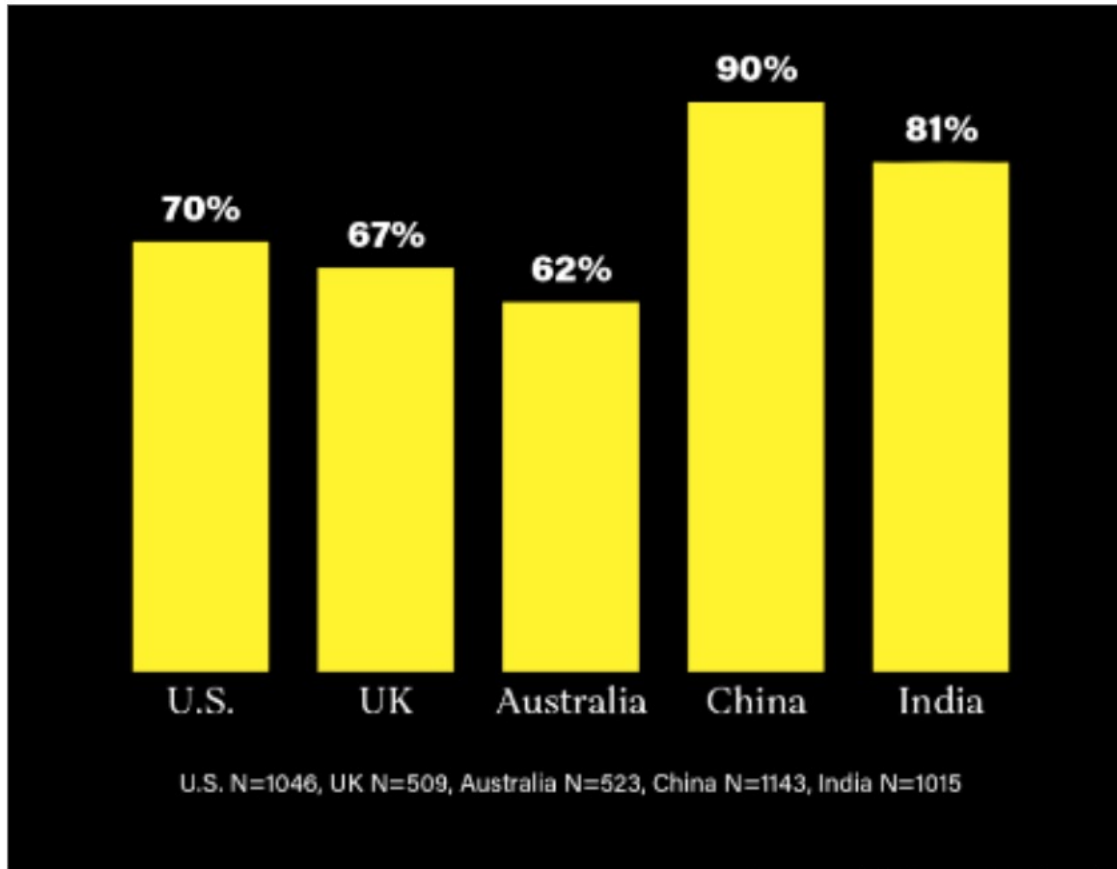
Increase the availability, diversity, and reach of US-based travel products globally by expanding access to online booking and distribution tools.

**GO TO A BREAKOUT!**

# Alabama's Challenge & Opportunity

# Comparing Results By Country

RISING GENERATIONS ARE LOOKING FOR NEW PLACES AND EXPERIENCES WHEN THEY TRAVEL



Skift Research Millennial and Gen Z Survey

In Skift's Millennial & Gen Z Survey, respondents answered "Agree" or "Strongly Agree" to *"I look for travel experiences my friends and family may not have thought of."*

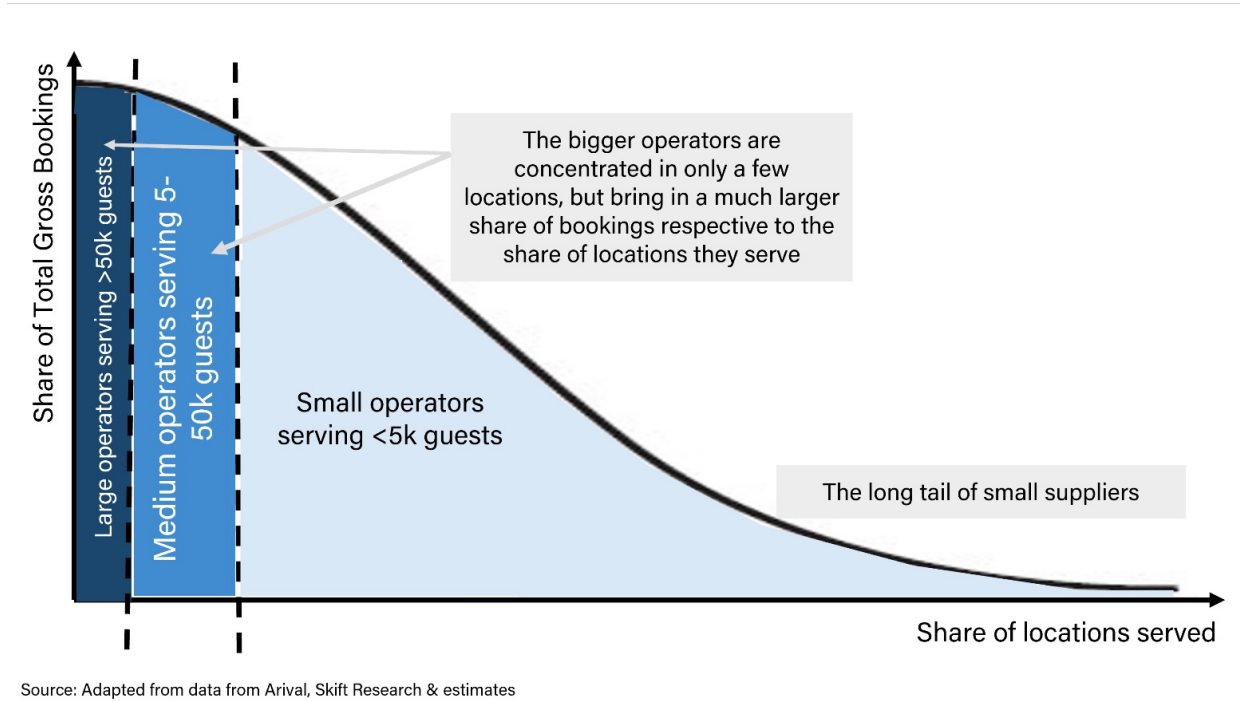
A majority of younger travelers around the world are **seeking "off the beaten path" experiences.**

This means that the travel trade industry needs to offer new options to cater to this audience.

# Travel Buying Continues to Shift Online

- ▣ **Almost 2/3 of the revenue** in the global travel and tourism market came from online sales channels pre-pandemic.
- ▣ **In 2025, booking through online sales channels is predicted to account for close to 80% of the revenue** in the travel and tourism market worldwide.

# The Challenge & Opportunity



# 50%

Only about 50% of tours and activities around the world are available online.

**“There is still much work to be done in order for travel brands to fully deliver on the emotionally meaningful experiences craved by consumers – a desire that often clashes with the commercial objectives of major travel companies.”**

**Skift – The Last Outpost of Travel 2023**



# TXUSA Bridges the Gap Between Travel Distribution and Consumer Interest



- Travel Trade **contracting and product development is focused on gateways** rather than smaller markets that interest many travelers
- The Exchange is an additive solution with a **goal to increase travel product availability** across the USA
- The Exchange will **increase access to suppliers** in secondary markets and rural areas in partnership with state tourism offices and local DMOs

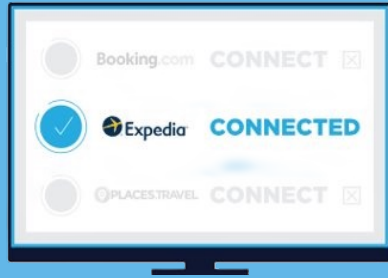
# What is Tourism Exchange USA

# WHAT IS TOURISM EXCHANGE?



- ▶ The Exchange is an **open digital marketplace** that connects live inventory and rates between suppliers and distributors around the world.
- ▶ The Exchange **helps source new product** for globally recognized booking sites, including Booking.com, Expedia, TripAdvisor and Google.
- ▶ The Exchange provides **support and resources for DMOs and for businesses** who are interested in converting from offline to online or expanding product distribution.

# Expanding Distribution (AKA Sales)



Connecting Alabama's small businesses to the largest global consumer platforms to increase visibility and drive bookings



# Expanding Distribution (AKA Sales)



An easy, one-stop shop for agents and operators looking for bookable inventory and products in Alabama



## National Travel Trade Portal

The screenshot shows the National Travel Trade Portal interface. At the top is a dark blue header with the Tourism Exchange USA logo and the text 'National Travel Trade Portal'. To the right of the header are several utility icons. Below the header is a navigation bar with links for 'Start a Booking', 'Bookings', 'Baskets', 'Reports', and 'Users', and a user profile 'Patrick's Fantastic Voyages'. The main content area is titled 'Start a Booking' and features a search interface with tabs for 'Accommodations' and 'Activities', a location dropdown set to 'Any Location', a 'Search by date' field, a 'Search by keyword' field, and a 'Search' button. Below the search bar, the 'Activities' section is displayed, showing three activity cards. Each card has a purple 'Instant Confirmation' banner at the top. The first card is for 'Louisville Food Tours' in Louisville, Kentucky, starting at \$35.00. The second card is for 'Muscle Shoals Sound Studios Tour' in Sheffield, Alabama, starting at \$20.00. The third card is for 'Nashville Adventures' in Nashville, Tennessee, starting at \$28.99. A 'Your basket (0 Items)' button is located in the top right of the activities section. At the bottom right of the page is a language selector set to 'English'.

# How Do DMOs Benefit

## 1. Improve Destination Awareness & Interest

- Every market has great experiences that aren't easy to book
- Grow your curb appeal on major travel platforms by showcasing more experiences
- Show up at international trade shows with more product

## 2. Gain Insights & Generate Revenue

- Access transaction data for suppliers
- Keep more revenue at the local level
- Generate new revenue streams from website and/or Visitor Information Centers

A man in a light-colored shirt and dark pants is walking through a modern building with large glass windows. He is carrying a brown suitcase and a bag. The image is overlaid with a dark blue semi-transparent background.

**Tourism  
Exchange USA:  
Creating Value  
for Local DMOs**

**What's Happening in Alabama?**

# Local DMO Engagement Programs

## Visit Mobile



**Objective:** Improve global visibility of Mobile's signature products by getting offline suppliers online, including small museums, Civil Rights tours and more.

**Current Status:** Roughly 60 initial businesses identified. Working with Visit Mobile staff to refine target list and coordinate introductions and business training opportunities.

**Future Plans:** Integrate bookable product into Visit Mobile's destination website.



# Bandwango Alabama Pass Integration

## Bandwango + TXUSA

- Connection currently in testing!
- Bandwango ALL IN ONE pass will be available to tour operators and global distributors
- Live by end of September
- Offered to operators starting at Brand USA Travel Week in October
- Local DMOs interested in integrating TXUSA into their website can also sell passes starting in 2025



### 1 Day - Florence, Muscle Shoals Multi-Attraction Pass

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Explore the best venues in the Florence/Muscle Shoals area



### 3 Day - Montgomery City Multi-Attraction Pass

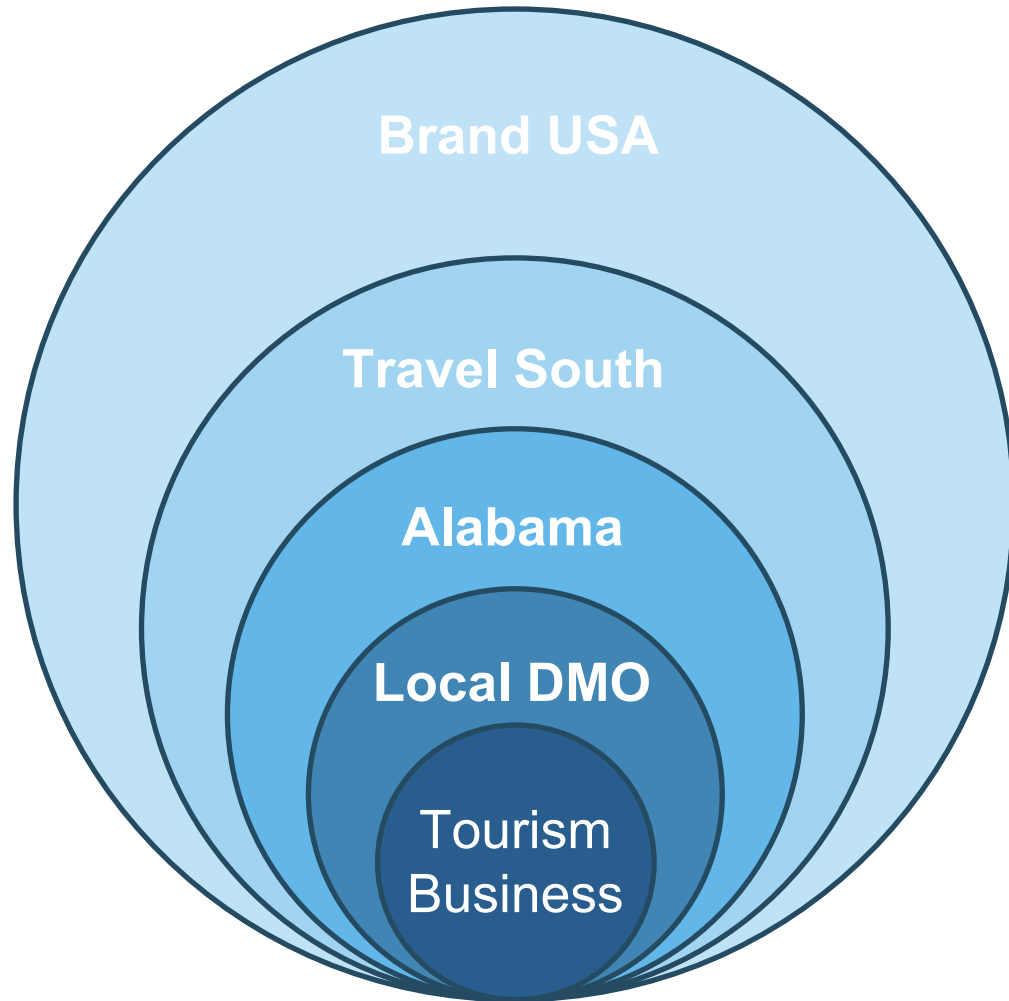
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Montgomery attractions
- Valid for 3 days after first use
- If you're visiting an attraction in a group larger than 6, please call the business ahead of time so they can accommodate. Limited capacity is available

\$22.00 - \$33.00

Buy Now

Learn More

# The Power of Partnership



**Tourism  
Exchange USA:  
Working  
Together to  
Drive Impact**

# Get Started at TourismExchangeUSA.com



The Platform ▾

The Benefits ▾

Sign In ▾

Get Connected

## MAKING THE USA BOOKABLE.

A one-stop exchange where suppliers — accommodations, tours, attractions — can manage live availability, pricing and bookings across multiple distribution channels.



## A BETTER WAY TO CONNECT.

Each sector of the tourism industry can connect to the platform to unlock unique benefits.



## GET CONNECTED

The Tourism Exchange USA program is scheduled to launch in Spring 2023. To become an early participant to the program, provide your information below.

*\* Indicates required field*

### What type of business are you? \*

- A tourism supplier (accommodation, attraction, restaurant)
- A distributor/distribution channel/OTA
- A booking engine or other technology business
- A destination tourism organization

First Name \*

Last Name \*

Contact Email \*

Business Name \*

**THANK YOU**