



## Travel South USA Announces Ambassador Program

**Atlanta, GA** – In appreciation for the leadership, collaboration and promotional efforts that significantly contribute to the tourism economy in the Southern Region, the Travel South USA Board of Directors, made up of the highest-ranking tourism officer in each member state, announces the Travel South USA Ambassador Awards.

The Ambassador Program will be announced annually at the [Travel South USA International Showcase](#) to select organizations and/or individuals that make prominent contributions to promoting, fostering and encouraging in-bound international tourism in the Southern United States.

Specific qualification criteria included: volume of business to the Southern USA, wide range of product, promotion beyond the airport gateways, and involvement in Travel South USA programing and events.

“The Board of Directors is proud to officially recognize these select companies and individuals that make prominent contributions in our twelve-state region,” said Kristen Branscum, Commissioner, Kentucky Department of Tourism and Travel South USA Chair. “International tourism marketing at Travel South USA takes a global approach and we are excited to honor these fourteen distinguished companies from nine countries in the 2018 class.”

### 2018 Travel South USA Ambassadors:

Adventure World ( <i>Australia</i> )	AlliedTPro ( <i>USA</i> )	Alidays ( <i>Italy</i> )
Argus Reisen GmbH ( <i>Germany</i> )	Bonotel Exclusive Travel ( <i>USA</i> )	British Airways ( <i>United Kingdom</i> )
Del – Tour ( <i>Belgium</i> )	Delta Air Lines – China ( <i>China</i> )	Excite Holidays ( <i>Australia</i> )
Flytour MMT ( <i>Brazil</i> )	Les Maisons du Voyage ( <i>France</i> )	Memphis Tourism, Lisa Catron ( <i>USA</i> )
Purely America ( <i>United Kingdom</i> )	TeamAmerica Inc. ( <i>USA</i> )	

**About Travel South USA:** Travel South USA is America’s oldest and largest regional travel promotion organization, formed in 1965 by a resolution presented at the Southern Governor’s Conference. The long-standing regional collaboration of the state tourism offices of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia and West Virginia provides a foundation to positively position tourism as a vital and dynamic element in the region’s economic development. Tourism ranks throughout the region as one of the top three industries, behind manufacturing and agriculture, and is responsible for \$133 billion in spending by visitors, generating 1.4 million direct jobs, \$30 billion in worker paychecks, and almost \$16 billion in state and local taxes.

**For industry information about Travel South USA:** [www.TravelSouthUSA.org](http://www.TravelSouthUSA.org)

**For consumer information about Travel to the South:** [www.TravelSouthUSA.com](http://www.TravelSouthUSA.com)

**Contact:** Andrew Cantrell, Manager, Global Marketing, Travel South USA

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