



Atlanta Chosen as Site for 2011 Travel South Showcase
700 tourism industry professionals will gather in Atlanta

ATLANTA (Sept. 23, 2009) – The Travel South USA Board of Directors has selected Atlanta as the site for the 2011 Travel South Showcase. The annual event will bring 700 tour operators, travel buyers and media from around the world to the city, April 3-5. The Georgia Department of Economic Development (GDEcD), Atlanta Convention & Visitors Bureau (ACVB), Georgia World Congress Center (GWCC) and the Omni Hotel at CNN Center will partner as hosts for the event.

The annual travel tradeshow promotes the Southeastern U.S. as a tourism destination to tour operators and media. The show's format provides an intimate, one-on-one buyer-to-supplier sales opportunity. Exhibits feature destinations and attractions from throughout the South, showcasing the diversity of the region from its magnificent oceans in the South to the majesty of the Appalachian Mountains in the North. The host location has the unique position of giving attendees a first-hand experience of their destination through city tours and special events.

"Travel South will return to Atlanta for the first time since 1995, before the city was known as the gateway to the South and as a top U.S. leisure destination," said William Pate, president & CEO of ACVB. "The show will give us a platform to introduce the \$650 million worth of new attractions Atlanta will have added since 2005 to the travel industry's top purchasers."

The 2011 show will mark the third time that a Georgia city has hosted the event. To showcase Georgia's top destinations, The Georgia Department of Economic Development will conduct pre- and post-tours.

"We are very pleased that Georgia has once again been chosen to host this premier travel tradeshow, said Kevin Langston, Assistant Commissioner Tourism division, GDEcD and member of the Travel South USA Board of Directors. "The Travel South Showcase provides us with the perfect opportunity to highlight Georgia to key domestic and international tour operators and travel buyer companies and media."

Hospitality is the second largest industry for Atlanta, generating more than \$11.4 billion in economic impact each year and employing 230,000 residents.

Travel South USA is America's oldest and largest regional travel promotion organization, formed in 1965 by resolution presented at the Southern Governor's Conference as the Southern Travel Directors Council. As the Official Destination Regional Marketing Organization for the south, its mission is to promote, foster and encourage travel to and within the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. For more information, visit www.TravelSouthUSA.com for consumers and www.TravelSouthUSA.org for travel trade programs.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

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