



International Showcase

Get ready for a packed three-day event! International Showcase 2016 is marketplace specifically designed to give access to qualified International tour operators with Southern travel suppliers.

Operators and suppliers are vetted to ensure you are getting only the highest quality appointments. There is no walking around large convention centers or traipsing through a maze of hallways trying to find your next appointment. These seven-minute sessions are designed to maximize the number of curious, international visitors coming to your destination.

Early registration is open until Sept. 1.
<http://industry.travelsouthusa.com/international-showcase>
Nov. 28 – Dec. 1
Atlanta Marriott Marquis
Email: Intl_Showcase@TravelSouthUSA.com

Southern Travel Supplier Workshop
After the incredible feedback of last year's "10 for 10", we are going to do it again. On Monday, Nov. 28, drop by our educational workshop where international experts discuss ways of better connecting with internationals, learn of new trends and ask questions of the panelists. Sponsored by: [Tourism Skills Group](#)

India Comes to International Showcase
India continues to rise in importance to the U.S. inbound market. India's visitation has surged 70% since 2007 and saw close to one million visitors in 2014. TSUSA is pleased to announce that Tours Limited LLC, based out of Atlanta, will be a part of International Showcase for the first time. Tours Limited funnels travelers from the Subcontinent and Middle East to the U.S.; it has witnessed a desire of these travelers to learn and explore the South.



U.S. National Travel and Tourism Office's Market Profile report on India: <http://1.usa.gov/1pbuNu0>

[Read our interview](#) with Pabs of Tours Limited

FAMs
International Showcase will offer seven Super FAM Tours before and after IS. Please check the website: <http://industry.travelsouthusa.com/international-showcase/super-fam-tours>

- #1: Expect the Unexpected: Cowboys, Waterfalls, Wineries, & Hidden Lakes - Georgia
- #2: Southern Heritage - Alabama, Mississippi, & Tennessee
- #3: Blues & Rock 'n Roll with a Splash of Country - Arkansas, Mississippi, & Tennessee
- #4: There's Only One Kentucky – Kentucky
- #5: The Best of Neighbors: Cars, Arts, & Country Stars - Tennessee & Kentucky
- #6: Rockets & Rock 'n Roll Tour (Japanese Delegation Only) - Alabama, Mississippi, & Tennessee
- #7: From Gone with the Wind to the Scenic City and Music (Chinese Delegation Only) - Georgia & Tennessee
- #8: Rockets, Rock 'n' Roll & Choo Choo's Tour (Indian Delegation Only) – Alabama & Tennessee