

Travel South USA Expands European Presence With First DACH Global Network Partner

ATLANTA, GA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [Travel South USA \(TSUSA\)](#), the official regional destination marketing organization for the southern United States, announced today the appointment of [Global Communication Experts \(GCE\)](#) in Germany as its official in-market representative for German-speaking Europe. The partnership marks a historic milestone for TSUSA, representing the first dedicated representation contract in the organization's 63-year history.

The agreement with GCE officially begins July 1, 2026, and launches TSUSA's newest Global Network Program initiative focused on Germany, Austria, and Switzerland (DACH). Nine TSUSA member states have already committed to participating in the inaugural program, including Alabama, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, and Tennessee.

"This represents an exciting new chapter for Travel South USA as we continue to expand our collaborative program and deepen engagement in key global markets," said Liz Bittner, President & CEO of Travel South USA. "Germany and the broader DACH region are critically important to the American South, as our second largest overseas origin market, and we are thrilled to partner with Global Communication Experts to strengthen our presence, storytelling, and industry relationships across the region."

Germany, Austria, and Switzerland join TSUSA's growing Global Network Program alongside representative offices across Europe, Latin America, APAC, and Canada. The shared services platform enables state tourism offices to maximize resources while delivering marketing



Travel
South
USA
All Y'all Are
Welcome

promotion and trade support to destinations and tourism businesses that help drive the region's export economy.

To officially launch the program, TSUSA is hosting meetings through early July with participating states and partners to coordinate program goals, collaboration opportunities, and strategic actions planned for the market in fiscal year 2027.

"The American South continues to resonate strongly with German-speaking travelers seeking authentic culture, music, cuisine, and road trip experiences," said Dorothea Hohn, Managing Director of GCE, which has offices in Frankfurt. "Our agency will prioritize communications and commercial partnerships to engage consumers in the American South and provide the confidence needed to turn prospects into visitors."

About Travel South USA

Travel South USA is the global voice of the American South. Since 1965, it has united twelve states into one destination brand, celebrating the region's culture, cuisine, music, history, and hospitality. Its mission is to inspire visitation and economic growth by making the South visible and bookable worldwide. Through marketing, trade shows, media tours, and global partnerships, Travel South USA ensures the South speaks with one voice—and that voice resonates across continents.

About Global Communication Experts (GCE)

Global Communication Experts GmbH is a leading international tourism, hospitality, and lifestyle representation and communications agency headquartered in Germany, specializing in strategic market development, public relations, trade engagement, and consumer marketing throughout German-speaking Europe.

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