Memphis
HOME OF BLUES, SOUL & ROCK ‘N’ ROLL

LEISURE VISITOR MARKETING OPPORTUNITIES 2022
CAPTURING VISITORS’ ATTENTION FOR 200 YEARS!

12.4 Million Annual Visitors
$3.6 Billion Visitor Spending
1.8 Million Total Reach

Phillip Van Zandt
TRAVEL INDUSTRY INSIGHTS
TOURISM IS BIG BUSINESS TO MEMPHIS

ANNUAL VISITORS
12.4 MILLION

SPENDING
3.6 BILLION

TOP MARKETS

Regional
1. Little Rock, AR
2. Nashville, TN
3. Jonesboro, AR
4. Atlanta, GA
5. Jackson, MS

National
1. Dallas/Fort Worth
2. Chicago
3. Houston
4. New York
5. New Orleans

International
1. Canada
2. United Kingdom
3. Australia
4. Germany
5. Japan

VACATION PLANNING INTERESTS
- Live Music
- Culinary
- Music Heritage
- History & The Arts
- Outdoors

MEMPHIS TOURISM DRIVES VISITORS

- Online Video, Digital Banners, Paid Search, Paid Social
- Digital TV
- Targeted Distribution
- Meetings and Travel Trade

MEMPHIS Visitor Profile

Generational Breakdown
- 36% ages 18-35
- 44% ages 36-56
- 20% ages 57+

36% Travel with children
Average length of stay 2.7 Days

$361 Average spent per party/per night

67% First-time visitors
Repeat visitors average 5.8 trips every 2 years

Markets are subject to change at any time.

*All visitor and marketing information reflect pre-COVID conditions.
MEMPHISTRAVEL.COM
OFFICIAL WEBSITE

With over **1.8+ million** annual visitors, the official Memphis Tourism website is a trusted source for online travel-planning information.

**REACHES**

**1.8+ MILLION VISITORS**

via

Mobile: **59%**
Desktop: **34%**
Tablet: **7%**

**5 MILLION PAGE VIEWS**

2 MINUTES 35 SECONDS
AVERAGE TIME ON SITE

**Website Visitor Profile**

- 30% - ages 18-34
- 42% - ages 35-54
- 28% - ages 55+
- 58% female
- 42% male

**TOP SITE VISITOR MARKETS**

1. Tennessee
2. Texas
3. Georgia
4. Illinois
5. Mississippi
6. Arkansas
7. New York
8. California
9. Missouri
10. Alabama

**66% OUT-OF-STATE**

**34% IN-STATE**

*All statistics, visitor information and markets reflect pre-COVID metrics.*
## PACKAGES THAT ROCK

### BRONZE PACKAGE
- Photo listing ........................................... $1,019.00
- eNews Featured Partner ......................... $750.00
- *No Added Value*

**TOTAL** ......................................................... $1,769.00

### SILVER PACKAGE
- 1/4 Page ..................................................... $1,629.00
- eNews Featured Partner ......................... $750.00
- Enhanced Business Listing ..................... $750.00
- *Native 50,000 (Added Value of $900)*

**TOTAL** ......................................................... $3,129.00

### GOLD PACKAGE
- 1/2 Page ..................................................... $3,189.00
- eNews Featured Partner ......................... $750.00
- Enhanced Business Listing ..................... $750.00
- *Native 125,000 (Added Value of $1600)*

**TOTAL** ......................................................... $4,689.00

### PLATINUM PACKAGE
- Full Page ................................................... $5,099.00
- Custom eNews ........................................... $2,500.00
- Custom Article or 1-month of Programmatic ........................................... $2,500.00
- Enhanced Business Listing ..................... $750.00
- *Native 250,000 (Added Value of $2800)*

**TOTAL** ......................................................... $10,849.00

---

Enhanced Business Listing ...... $750.00
Custom Article ......................... $2,500.00
eNews Featured Partner ............... $750.00
Custom eNews .......................... $2,500.00
Programmatic .......................... $2,500
Native Ads 50000 ....................... $900.00
Native Ads 125,000 ..................... $1,600.00
Native Ads 250,000 ..................... $2,800.00

---

To participate, contact
ELIJAH ZIMMERMAN  859.469.2721 | Elijah.Zimmerman@MilesPartnership.com
MEMPHIS MAP & TOURIST GUIDE

Backed by the powerful marketing of over $1 million in paid media, the Memphis Map & Tourist Guide is the only print call-to-action for Memphis Tourism’s efforts, using inspirational content, photography and travel ideas to influence visitation.

DISTRIBUTION
- Direct requests
- Visitor Centers & Welcome Centers
- International offices (Europe, Japan and Australia)
- Hotels, attractions and events
- Consumer and trade media
- Delegates attending meetings & conventions

DID YOU KNOW...
State of the American Traveler research shows print usage is over 48% for planning and booking travel!

CIRCULATION
300,000 Annual Copies

VIRTUAL GUIDE
www.memphistravel.com/tourist-guide

RATES
- full .......................................................... $5,099
- half ........................................................... $3,189
- quarter ....................................................... $1,629
- photo listing ............................................. $1,019

PREMIUM PLACEMENT
- back cover ................................................ $6,119
- page 1 ....................................................... $6,119
- 2-page spread ......................................... $9,119

Visitor guide views increased 20% in 2021

SPACE DEADLINE
SEPT. 3, 2021
DISPLAY ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed over 5 million pages in 2020 while planning their trips. Display ads allow you to expand your reach and target your audience to showcase your business in a robust way. And with our impression-over-time model, you have guaranteed, flexible and controlled exposure.

1 FORMATTED RECTANGLE
Our formatted, native units respond to each platform and are integrated into the content of each page, driving better engagement and CTR.

2 FEATURED BUSINESS LISTING
Featured business listings will be automatically funneled to the top of the relevant page (e.g., Attractions, Hotels, etc.) and will display a special “FEATURED” banner, delineating them from basic listings and ensuring your business is top-of-mind when visitors are looking to convert.

3 DISPLAY AD UNIT

FREE ADVERTISING!

REWARDS
Partners who have signed up for a Featured Business Listing will receive a FREE run-of-site campaign. For the duration of your paid campaign, you can up-to-double your return.

RATES

<table>
<thead>
<tr>
<th>TOTAL IMPRESSIONS</th>
<th>CPM</th>
<th>RATE</th>
<th>REWARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000</td>
<td>$18</td>
<td>$900</td>
<td>✔️</td>
</tr>
<tr>
<td>125,000</td>
<td>$16</td>
<td>$1,600</td>
<td>✔️</td>
</tr>
<tr>
<td>250,000</td>
<td>$14</td>
<td>$2,800</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Impression volumes are available in between tiers to accommodate any budget.

Featured Business Listings ......$750/year
Engage qualified visitors on MemphisTravel.com and drive additional search engine organic traffic directly to your site with our custom content-creation program. Our editor will craft a custom article about your business or event, which will remain on the site for one year. You also own this content for distribution on your site, which will continue to drive organic traffic indefinitely.

**FEATURED EXPERIENCE**

**CUSTOM CONTENT**

- 500 words of copy crafted with our editor
- Photo library (advertiser-provided)
- Optional video player
- Four customized social media promotions to Memphis Tourism's audience
- Custom articles live for one year
- Full ownership of custom article for distribution on your site

**DRIVE TRAFFIC TO YOUR SITE!**

**RATES**

custom content................................. $2,500/year
renewal............................................. $1,000/year
DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Your buy includes 2 units of copy and photography, attracting attention and driving traffic to your site.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

MONTHLY eNEWSLETTER FEATURED PARTNER

Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Memphis.

CUSTOM EMAIL

100% SHARE OF VOICE, DRIVING CLICKS TO YOUR SITE

- Reach 30,000+ qualified opt-in subscribers with 100% SOV
- Average 14% open rate
- Memphis Tourism-branded template

RATES

- eNews featured partner ............$750/month
- custom email .........................$2,500/month

30,000+ OPT-INS

REACH ENGAGED AND ACTIVE TRAVEL PLANNERS

15%+ OPEN RATE
Participate in Memphis Tourism’s Cooperative Marketing Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data provided by Memphis Tourism, we’re able to target audiences based on their demographics and behaviors, engaging users who have previously visited MemphisTravel.com and retargeting them with meaningful messaging encouraging them to visit.

### Partner Opportunities:

**$5,000 Package**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Format</th>
<th>CPM</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>300x250, 728x90, 160x600, 300x600, 300x50, and 320x50</td>
<td>$10</td>
<td>500,000</td>
<td>$5,000 • Reach Memphis Tourism’s audience through high-impact website retargeting and look-alike audiences</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>$10</strong></td>
<td><strong>500,000</strong></td>
<td><strong>$5,000</strong></td>
</tr>
</tbody>
</table>

**$10,000 Package**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Format</th>
<th>CPM</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>300x250, 728x90, 160x600, 300x600, 300x50, and 320x50</td>
<td>$10</td>
<td>500,000</td>
<td>$5,000 • Reach Memphis Tourism’s audience through high-impact website retargeting and look-alike audiences</td>
</tr>
<tr>
<td>Pre-Roll Video</td>
<td>:15 or :30 video</td>
<td>$15.75</td>
<td>317,460</td>
<td>$5,000 • Includes pre-roll video for stronger user engagement</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$15.75</strong></td>
<td><strong>317,460</strong></td>
<td><strong>$5,000</strong></td>
</tr>
</tbody>
</table>

**Availability:**
Spacing is limited and packages will be sold on a first come, first served basis.

**Timing:**
Each package will run for 30 days.

**Reporting:**
At the end of the campaign, you will receive detailed performance metrics.
ADVERTISING CREATIVE NEEDS:
Digital banner ads will be developed by Miles with two design options available: Legendary (above left) and New Generation (above right). Headline text and imagery will be advertiser-supplied, subject to approval by Memphis Tourism. Advertisers may also choose, regardless of chosen design option, one of two best-practice calls-to-action: BOOK NOW or LEARN MORE.

DIGITAL DISPLAY BANNER SPECIFICATIONS:
- Mandatory: Must include Memphis Tourism’s logo
- Banners will be built for six sizes:
  - 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
  - Need to be static, with no animation/HTML5
- Materials required:
  - Logo files
  - 3-4 photos, minimum 800px wide
  - Copy - maximum 40 characters
  - Call to action - URL to link to

PRE-ROLL VIDEO SPECIFICATIONS:
- Mandatory: Must include Memphis Tourism’s logo on end slate
- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25MB
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

EXAMPLES:

LEGENDARY STYLE

NEW GENERATION STYLE

*Not to scale

Please submit materials to https://bit.ly/2QrAl0N and email elijah.zimmerman@milespartnership.com when materials are uploaded. All materials will need to be approved by Memphis Tourism before considered final.
PROGRAM AT-A-GLANCE

REACH OVER 1.8 MILLION QUALIFIED VISITORS THROUGH PRINT, WEB AND EMAIL PROGRAMMING

MEMPHISTRAVEL.COM

All-new responsive site provides visitors a trusted source for inspiration and travel planning, including engaging photography, articles, business listings, maps and events.

1.8M+
VISITORS

MEMPHIS TRAVEL eNEWSLETTER & CUSTOM EMAIL

Subscribers receive timely travel ideas, itineraries and event promotions crafted to motivate travel.

30k
SUBSCRIBERS

MEMPHIS MAP & TOURIST GUIDE

300K printed copies are distributed at state and city visitor centers, augmented by powerful digital distribution via MemphisTravel.com and social media.

To participate, contact
ELIJAH ZIMMERMAN  859.469.2721 | Elijah.Zimmerman@MilesPartnership.com